



News of Dental Activities

VOLUME XXVII

MAY 1989

NUMBER 5

Dr. Corley on Paid Dental Inc.; Vote slated on Conference rules

Dr. R. Richmond Corley will be the speaker at the NODA general membership meeting Wednesday, May 17 at 7:30 p.m. at the LSU School of Dentistry. His topic will be Paid Dental Inc. of Louisiana.

The NODA Board of Governors has extended an invitation to all dentists in neighboring areas to attend this important program. Refreshments will be served following the question and answer period.

Dr. Corley, a former president of the Louisiana Dental Association, has devoted much time to the establishment of Paid Dental Inc. of Louisiana. PDI, which is operative in a number of states, is designed to further the delivery of dental services in the context of freedom of choice and fee for service.

He stresses that the key to success for the program is the participation and support of dentists.

Also at the meeting, members will be asked to vote on changes to the by-laws of the New Orleans Dental Conference.



DR. CORLEY

N.O. Dental Conference set for Sept. 21-23

The wheels are turning faster for the 41st New Orleans Dental Conference.

It's scheduled September 21, 22, 23 at the Hilton. Mark your calendar today. Remember – your registration fee is already paid through your NODA dues.

M. Michael LeBoeuf, author of several books on motivation and sales, will be the keynote speaker at the opening Welcome Session, said Dr. Debra Arnold, general chairman.

Here are the clinicians engaged as of this date:

- Dr. Jack Sheridan, orthodontics
- Dr. Robert Winter, restorative/crown and bridge
- Dr. Ray Yukna, periodontics
- Dr. Helyn Luechauer, nutrition
- Dr. Arlen Lackey, practice management/communications
- Dr. Sheila Sheinberg, behavioral techniques
- Dr. James Jackson, finances
- Dr. Alan Weinstein, composites
- Dr. James Cottone, infection control



DR. EUGENE FORTIER
... accepts Honor Dentist award

HONOR DENTIST PLAQUE

The NODA Board of Governors has approved the installation of a plaque at the LSU School of Dentistry honoring NODA's Honor Dentists. The award was established by NODA to honor dentists who have contributed significantly to the profession and their communities.

SWEEPSTAKES WINNERS

The David Campo family (husband, wife and six-year-old daughter) is the winner of the NODA Walt Disney World Sweepstakes. They are patients of Dr. Randolph Green.

The Campo family was selected in a random drawing from some 2,700 entries in the areawide contest. Patients filled out forms and had to turn them in to their dentists.

The Campo's will enjoy five days, four nights at Disney World with all expenses paid, including airfare, hotel at Disney Village Resort, and unlimited admission to Disney World, Epcot and the new MGM attraction.

ATTENTION, MEMBERS

A reminder . . .

Although April 10 was given as the deadline to enroll in the installment plan for dues payment, that deadline has been extended and members can still take advantage of installment payments and credit card payments for their 1990 dues. For further information about the installment and credit card plans, call the Central Office at 834-6449.

LETTERS

Dear Editor:

The Medical Protective Company has implemented a moratorium on further new dental business in New Orleans, (i.e. Orleans Parish) unless: (1) a new dentist is going into an existing practice we already insure; or (2) we will be pleased to assist any LSU Dental School professor in need of coverage. This decision will *not* affect any of our present policyholders practicing in New Orleans. They can rely upon the same quality protection and service as has always been provided by The Medical Protective Company.

The quality of the dental care provided patients in New Orleans is excellent. Being a defense-oriented company, when the nature of a jurisdiction prevents us from properly defending our insured doctor, it is appropriate we curtail new business in that type of environment.

Since N.O.D.A. has a sponsored program we trust our decision will receive favorable acceptance.

REMAINDER OF STATE: We continue to aggressively market (i.e. Jefferson Parish, et al) new dental business in the remainder of the state. Decisions as to coverage are based upon confidential discussions on an individual by individual basis.

We wish to affirm our commitment of offering Occurrence policy coverage. We remain committed to offering quality protection, experience and service to Louisiana dentists this company has been justly proud of since 1899.

Dale Weaver
General Agent

FINAL LSU PROGRAM

Former Saints stars Archie Manning and Danny Abramowicz and psychiatrist Dr. Steve Taylor will be the speakers at the final noon-time program sponsored by the LSUSD Faculty Development Committee, Wednesday, May 17 at LSU.

President's Message

By O. William Reeder, Jr.

I would like to take this first opportunity to speak to you through *NODA News* as your president, to remind you of only a few of the reasons we all belong to organized dentistry.

Our association provides us strength through numbers. Our association represents us before the Legislature, and Congress, and at the governmental regulatory level. We help dentists build their practices through practice management and marketing seminars. We provide an educational forum through our monthly scientific programs, and the Conference. We provide professional support for our members, and we provide a social environment with events such as dinner meetings with our staffs, and the crawfish boil for us, our spouses and dates.

Let me mention only a few of the NODA projects and programs which I would like to see grow and prosper this year. The New Orleans Dental Conference is a first-rate, national dental convention. Your NODA membership provides you *free* admittance to the Conference – a value which alone exceeds your NODA dues. Take advantage of the Conference, and remember that its profits added over \$50,000 to NODA's general fund to help promote other projects and to keep our dues down.

Children's Dental Health Month continues to grow, and to promote dentistry and dental health. The \$50,000 donated exhibit from Procter & Gamble enhanced the professional image of our exhibit at the Children's Museum. Our Disney World sweepstakes brought patients into our offices. These and other CDHM events reached tens of thousands of children, and many more parents and other adults. We will continue to promote dentistry

and dental health through the growth of this program.

Our Public Relations program developed a TV message, magazine and newspaper ads, billboard and bus shelter posters – all to promote dentistry and dental health for all ages year-round. We will continue to look for better and more successful ways to promote our profession every month of the year through our PR program.

Paid Dental of Louisiana, Inc. is our effort to provide more dental insurance programs, and thereby more patients in our offices, while at the same time preserving fee-for-service dentistry, and the right of the patients to choose their own dentist. Come hear all about this exciting new program at our meeting on the 17th of this month.

Our most important project, I feel, is our membership campaign. There *is* strength in numbers. We are the only voice dentistry has, and we need that voice to be loud and clear. We need your assistance! Tell dentists you know who do not belong to our association about the benefits I mentioned (and the many others), and the projects I mentioned (and the many others), and encourage them to join. They will benefit from membership, and dentistry benefit from their membership.

My motto this year is "Unity, Backed by Strength in Numbers, and Aggressive Effort." NODA needs each of us to become more active, and more involved. Bring me your thoughts, your suggestions, and your assistance, and *your* Board of Governors and I will value them and use them. I believe that with the support and hard work of everyone, dentistry will not only survive, but prosper!

Thank you, and may we all have a great year!

Student table clinic winners announced

Joey L. Lamb, first year student at the LSU School of Dentistry, was the winner of the annual Student Table Clinic competition co-sponsored by the school and the New Orleans Dental Association.

A number of NODA members served as judges.

Lamb's clinic was entitled "Magnetic Resonance Imaging of the Temporomandibular Joint." His advisor was Dr. Shawky Mohamed. Lamb will represent LSUSD at the national student table clinic competition later in the year.

Second place among dental students went

to Linda S. Leger for "Radiographic Factors That Influence Caries Interpretation." Her advisor was Dr. A. Peter Fortier.

A special award for senior dental students was made to Stephen Boatright for his clinic on "A Case Study of a Twelve Unit Maxillary Fixed Bridge." His advisor was Dr. Francis Abadie.

NODA presented cash awards to first and second place finishers among dental students, hygienists, laboratory technicians and graduate students. A total of 46 clinics was presented. Dr. Alan P. Rappold was chairman.

Other winners were:

Dental Hygiene

Winners: Terri Webb and Maureen Regan. Advisor: Dr. Paul Schneider.

Runnersup: Maura Masse and Laura Schubert. Advisor: Dr. Christopher Rankine.

Dental Laboratory Technology

Winner: Patricia A. Smith. Advisor: Dr. Nikhil Sarkar.

Runnerup: C.J. Joubert. Advisor: Dr. Nikhil Sarkar.

Graduate Students

Winner: Dr. Chad Reader. Advisor: Dr. Van Himel.

Runnerup: Dr. Alan Dickerson. Advisor: Dr. Alfred Broxson.

Results of survey of dental practices

The CPA firm of Paillet and Meunier recently conducted a survey of NODA dental offices seeking information on time allocation, expenses and other data. *NODA News* this month prints excerpts from that survey.

According to Kenneth C. Paillet, partner in the firm, the attached are assemblies of statistical data.

He points out "it is interesting to note that operating expenses ranged from 46% of fees to over 100%, with the average being 66.29%.

The survey findings printed below present only hourly findings and general management information. Nothing regarding fees or other financial data is presented because of possible anti-trust prohibitions.

Minimum Maximum Average
TIME ALLOCATION (All Time in Minutes)
ANALYSIS

INITIAL EXAM AND FULL SERIES

Doctor's time	5	70	22.83
Hygienist's time	10	90	38.58

DIAGNOSTIC IMPRESSIONS FOR STUDY MODELS

Doctor's time	5	30	12.39
Hygienist's time	5	30	17.56

PERIODIC EXAM AND BITEWINGS

Doctor's time	2	45	13.11
Hygienist's time	5	60	17.21

PROPHYLAXIS

Hygienist's time	20	60	39.68
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FLUORIDE TREATMENT

Hygienist's time	3	45	8.34
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ALLOY FILLINGS

One surface			
Doctor's time	10	60	24.20
Two surfaces			
Doctor's time	10	60	30.59
Three surfaces			
Doctor's time	12	60	34.88
Four surfaces			
Doctor's time	20	60	40.51

COMPOSITE FILLINGS

One surface			
Doctor's time	10	75	27.21
Incisal angle			
Doctor's time	15	60	46.90
Additional for acid etch?			
Doctor's time	1	55	21.45

EXTRACTIONS

Simple - first tooth			
Doctor's time	3	60	27.11
Additional teeth, per tooth			
Doctor's time	3	60	17.23

ENDO

Single canal			
Doctor's time	30	120	70.26

Two canals			
Doctor's time	40	180	91.89
Three canals			
Doctor's time	60	360	131.25

CROWN (SINGLE)

Porcelain fused to gold			
Doctor's time	30	180	94.04
Porcelain fused to other metals			
Doctor's time	30	180	88.48
Post and core			
Doctor's time	15	90	40.83

DENTURE

Single denture prosthesis			
Time alloc. for construction	30	360	147.14
Average time for adjustment	5	80	33.43
Partial denture			
Construction	30	240	113.14
Adjustment	5	60	30.41
Complete dentures - upper & lower			
Construction	10	420	186.76
Adjustment	5	120	41.36

BONDING

Doctor's time	20	60	46.14
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ACCOUNTS RECEIVABLE

A/R makeup as of			
April 30, 1988			
0-30 days	0%	99%	43.03%
30-60 days	1%	80%	24.34%
60-90 days	0%	30%	15.95%
90 + days	0%	57%	16.68%

What percent of your total A/R is insurance?

A/R is insurance?	0%	85%	42.17%
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Finance charge for accounts over 30 days?

Yes		25.00%	
No		75.00%	

Payment requested at time of services?

Yes		84.62%	
No		15.38%	

Accept credit cards?

Yes		98.08%	
No		1.92%	

Percent of fee income uncollectible

Percent of fee income uncollectible	0%	20%	3.67%
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of A/R statements sent each month

0-150		64.71%	
151-300		23.53%	
301-500		9.80%	
501 +		1.96%	

of commercial insurance forms processed daily

1-5		42.00%	
6-10		36.00%	
11-20		20.00%	
21 or more		2.00%	

of accounts referred

# of accounts referred			
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to collection agency in last year

none	16.00%
1-50	80.00%
51-100	2.00%
101 or more	2.00%

of days lapse between treatment and payment received

0-30	48.00%
31-45	38.00%
46-60	10.00%
61-75	2.00%
76-90	0.00%
91 or more	2.00%

Number of office holidays per year

Number of office holidays per year	5	12	7.9
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Number of dentists in the practice

Number of dentists in the practice	1	9	1.6
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Number of offices

Number of offices	1	4	1.1
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Number of patients seen daily

1-20	57.69%
21-40	36.54%
41-60	5.77%
61 or more	0.00%

of patients seen daily by hygienist

6	12.82%
7-8	35.90%
9-10	38.46%
11-12	0.00%
12 +	12.82%

Number of clerical persons employed by dentist

1	42.00%
2	48.00%
3	8.00%
4	2.00%
5	0.00%

Is your office computerized?

Yes	39.62%
No	60.38%

If yes, hardware

IBM XT/AT Compatibles	22.22%
Alpha Micro	16.67%
Compaq Desk Pro	5.56%
Tandy TRS 80 Model 4	11.11%
Dell System 200	5.56%
Praxadent	11.11%
Samsung & DCI	11.11%
Texas Instruments	5.56%
QSI	5.56%
Zenith	5.56%

If yes, software (See Note 1)

Softdent	5.26%
Alpha Health Care	5.26%
D Base	5.26%

(Continued on page 6)

NODA PROFILE

NODA's Ned: Benevolent Dictator?

Some may have said he was crazy.

Others called him a bear for punishment.

But those who know Ned Ganucheau weren't too surprised when he accepted a second term as NODA president within a period of three years. He was elected to an unprecedented second term in 1983 after serving as president in 1981.

Dr. Edmond J. Ganucheau, Jr. likes to work. And he likes to get things done. Not given to small talk, Ned comes over as a no-nonsense, almost gruff individual, until one notices a slight twinkle in the eye and a bit of a smile playing at the corners of his mouth.

In his committee assignments for the Conference and the association he is known as a tough negotiator. His self-described philosophy: Benevolent Dictator. But no one doubts his dedication. He lists his priorities in life as: 1st God, 2nd Family, 3rd Profession, 4th Self.

His other side asserts itself in his personal motto: "To Health, to Wealth, to Love and the time to enjoy them all."

Dr. Ganucheau has been an achiever since his days as an Eagle Scout (bronze, silver and gold palms) and student at Jesuit High School. At Loyola Dental School he received the D.S.D. Fraternity Outstanding Senior Award.

This dedication has continued since he opened his practice which he continues today at his office on Houma Blvd. in Metairie. He was chairman of the New Orleans Dental Conference in 1977 and has served as member and chairman of many NODA, NODC and LDA committees.

He has given scientific presentations before the Conference, LDA annual meetings, and the Chicago Dental Society. He served as vice chairman of the ADA annual session in New Orleans in 1980 and is a member and president of the Eastman Study Group, member of the Conference on Dental Meetings and the Pierre Fauchaud Academy. He is a Fellow of the International College of Dentists and the Academy of General Dentistry. He continues to be active in NODA as a board member and director to the LDA.

Outside the office, Dr. Ganucheau's interests vary widely but lean strongly in the direction of community service. He was on the board of advisors of the Loyola School of Dental Hygiene and currently serves on the board of the university's Alumni Association. He is a member of the area Donated Dental Services program. Active in St. Philip Neri Parish and in Boy Scout and Cub Scout work, he has been on the Board of Ridgewood Prep and is a 3rd degree Knight of Columbus.

He is a member of the Krewe of Carrollton and finds time to pursue cabinet and wood working, fishing, big game hunting and gourmet cooking. Dr. Ganucheau and his late wife Janet raised a family of four sons, Eddie 28, Alan 26, Byron 25 and Paul 12.

With all this to his credit, Ned Ganucheau has not noticeably slowed down. Who knows, maybe a third presidential term lies somewhere in the future.



DR. GANUCHEAU

SURVEY
(Continued from page 3)

Sycom	10.53%	
Don Tabor Elec Pegboard	5.26%	
Dentech	5.26%	
Lotus 123	10.53%	
Word Perfect	10.53%	
Cobb Business Dental System	10.53%	
Praxadent	10.53%	
Easy Dental	10.53%	
C.S.I.	5.26%	
Advanced Software	5.26%	
Realworld Payroll	5.26%	
Bytewings Mgmt	5.26%	
DSS	5.26%	
QSI	5.26%	
Is a staff bonus incentive offered?		
Yes, on production	28.89%	
No	71.11%	
Yes, on cash receipts	46.81%	
No	53.19%	
If yes, how often?		
Annually	21.88%	
Quarterly	12.50%	
Monthly	62.50%	
Daily	3.13%	
GENERAL INFORMATION		
Is a retirement program offered?		
Yes	55.77%	
No	44.23%	
How many operatories do you have?		
1	36	5

If you have an associate, do they pay for the following and at what percentage?	
Chairside assistant	0% 100% 40.00%
Lab fees	0% 100% 50.40%
Other	0% 100% 50.00%
Are your associates compensated on: percentage of production	
Yes	33.33%
No	0 0 66.67%
If yes, what percentage? 1% 50% 28.67%	
percentage of cash receipts	
Yes	92.31%
No	7.69%
If yes, what percentage? 33% 60% 27.91%	
Fringe benefits (See Note 2)	
Health/medical insurance	50.00%
Uniform allowance	44.74%
Bonuses	15.79%
Paid vacations/holidays	44.74%
Sick leave	21.05%
Dental discount/care	50.00%
Keogh/pension/retirement plan	31.58%
Life insurance	2.63%
Profit sharing	23.68%
Continuing education	18.42%
Hospitalization	2.63%
Medical reimbursement	5.26%
Other	10.53%

NOTE 1: Total may exceed 100% because respondents cited more than one computer software system

NOTE 2: Total may exceed 100% because respondents cited more than one fringe benefit

Salaries:	% Avg.
Administration	1.83%
Assistants	14.43%
Clerical	1.13%
Hygienists	3.44%
Office Maintenance	0.09%
Salaries Subtotal	20.91%
Taxes PR-FICA, FUTA, & SUTA	3.65%
Taxes Other - Personal Property	0.51%
Telephone	1.25%
Travel & Entertainment	0.38%
Uniforms - officers/owners	0.12%
Uniforms - employees	0.07%
Utilities	1.23%
Other	1.09%
	66.29%

OPERATIONAL DATA	
Gross Fee Income- Percent	100.00%
Operating Expenses- Percent of Gross Sales	
Accounting & legal	.94%
Advertising & promotion	.56%
Auto expenses - officers	.41%
Auto expenses - employees	.01%
Casual labor	.38%
Collection costs	.13%
Consulting services	.15%

Dental supplies	6.19%
Depreciation	1.58%
Donations	.25%
Dues & subscriptions	.59%
Education and films	.21%
Employee benefits	.31%
Equipment leasing	1.03%
Gifts	.11%
Insurance - Officers life	.68%
Insurance - General	1.87%
Insurance - Group plan	.49%
Laboratory fees	9.09%
Laundry & cleaning	.17%
Medical Insurance - officers	.25%
Miscellaneous	.46%
Office expense	2.20%
Pension plan contribution	.77%
Postage	.46%
Professional fees - other	.69%
Professional meetings/seminars	.45%
Profit sharing plan contribution	1.01%
Rent	4.68%
Repairs & maintenance	.94%

SENIOR SMILE WEEK

May 14-20 has been designated as Senior Smile Week.

An areawide program is designed to stress the importance of lifetime dental care. Dr. Ronald LeJeune is chairman.



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BULLETIN BOARD

PART-TIME DENTIST NEEDED for Thursdays and Saturdays. Also part-time dental assistant for evenings and Saturdays and full-time receptionist or front desk employee. Please call 246-4555.

DENTAL HYGIENIST seeking full- or part-time work. 3 years experience. Call Frances Robinson at 834-4299.

RELOCATING MAY 1989 to New Orleans from Baton Rouge, LA. Seeking full- or part-time dental hygiene employment. 20 years full-time experience. Marlene Martin Gould. Phone: 504-291-1025 or 504-469-6049.

USED PHILLIPS 810 automatic x-ray processor for sale. \$400.00. Call 486-0678.

ASSOCIATE WANTED: Metairie area, full-time. Call 833-0081.

OFFICE FOR SALE: 5 treatment rooms fully equipped. 1 lab, 1 business office, 2 private offices, reception room. Contact: James L. Hagen, Jr., D.D.S., 828 Ave. G, Marrero, LA 70072. Call 341-5200 8 a.m. to 5 p.m.

WANTED - USED DENTAL EQUIPMENT: Setting up complete operatory. Need dental unit with high, low speed, air/water syringe; used standard wall-mount x-ray unit, and Cavitron. Call Dr. Tom Pastor, 891-0685.

DENTAL PRACTICE FOR SALE and/or equipment - Panorex, Dental-EX chairs, Ritter x-rays. Call 368-9545.

ENDO EMERGENCIES

"Treatment of Endodontic Emergencies: A Decade Later," is the title of a program to be offered Wednesday, May 24 at the LSU Dental School by the American Association for Dental Research.



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.

May 5 & 6

CURRENT PERIODONTAL TECHNIQUES - presented by the faculty of LSU Periodontics Dept. Day one is a lecture only course with unlimited attendance. Day two is a participation course limited to twenty dentists who attended the previous day.

Saturday
May 27

RADIOLOGY FOR DENTAL AUXILIARIES

LSU School of Dentistry is once again offering this course to satisfy the needs of the ever-changing personnel picture. Drs. Fortier and Thunthy and their staff will guide participants through the entire regimen of auxiliary x-ray usage - theory as well as hands-on exercise. Continental breakfast and luncheon will be provided. Cost: \$85.00.

For additional information call CONTINUING EDUCATION
at L.S.U. School of Dentistry, 948-8584

HAVE YOU HEARD?

BY OCTAVIA DI LEO

Janet Capaci-Reeder has been installed as president of the New Orleans Dental Association Auxiliary. She succeeds Diane Woods as president.

I believe this is a first! Husband Bill heads NODA as president and wife Janet heads the Auxiliary. Janet has a career of her own as owner of Capaci Florals in Metairie.

Congratulations to the George Marse's on the birth of a son and to the Ed Levy, Jr.'s on the birth of their new son.

Pete and Beverly Brue are accepting handshakes upon becoming grandparents. Their daughter had twin girls.

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

MAY 18 SEMINAR

"Synthetic Bone Grafting" is the title of an AGD-approved seminar to be held May 18 at the New Orleans Marriott from 8 a.m. to 4:30 p.m. HTR Sciences is sponsor.

Clinicians at the one-day seminar will be Dr. Norman Cranin, oral surgeon; Dr. Arthur Quart, periodontist, and Dr. Arthur Ashman, general dentist.

The seminar is geared to general practitioners. Cost is \$195, including course materials and samples. For more information and reservations, call Ms. Viselli at 1-800-642-4487.

NEW MEMBER

The NODA Board of Governors at its April meeting approved and sent to the membership for election to the association the name of the following:

Dr. David B. Klause, student, sponsored by Dr. Reinhardt.



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