



# News of Dental Activities

VOLUME XXVIII

MARCH 1990

NUMBER 3

## *Gala dinner dance opens new NODA year*

Dr. Darlene T. Bassett will be installed as the 72nd president of the New Orleans Dental Association in ceremonies at the annual Installation Dinner Saturday, March 10 at 8 p.m. at the New Orleans Country Club, 5024 Pontchartrain Blvd.

There is plenty of free parking at the country club.

Dr. Vincent N. Liberto, president of the Louisiana Dental Association, will install the new officers. Dr. Bassett succeeds Dr. O. William Reeder, Jr.

A cash bar will open at 7 p.m., followed by dinner at 8 and dancing to an orchestra. The entire evening is priced at \$30 per person and will include the following delicious menu:

- **Seafood Crepe with Lobster Sauce**
- **Caesar Salad**
- **Choice of Medallion of Beef Carved at Table or Filet of Speckled Trout Maison with Mushrooms, Artichoke & Meuniere Sauce**
- **Fondant Potatoes**
- **Seasoned Green Beans**
- **Tomato Florentine**

- **Strawberries Romanoff**
- **Complimentary Red and White Wine**
- **Coffee**

Please make reservations by sending your check made out to: NODA, 3101 W. Napoleon Ave., Suite 119, Metairie, LA 70001. Indicate choice of entree.

Other officers, LDA and ADA delegates, and members of the Board of Governors will also be installed at the dinner. Dr. Michael Robichaux has been elected president-elect and will head the association in 1991-92.

## *Fluoride controversy stirs anew*

**Editor's Note: No doubt NODA members have already seen, heard or read about the National Toxicology Program study on the toxicity of sodium fluoride. For your use in responding to media queries about the program and the ADA's response to the preliminary study results, we submit the following news release from the ADA.**

Water fluoridation remains the safest, most effective and most economical public health measure to prevent tooth decay and to improve oral health for a lifetime, according to the American Dental Association (ADA).

This reaffirmation of support for water fluoridation comes in the face of preliminary data from a study conducted by the National Toxicology Program (NTP). In this study, some rodents developed bone cancer after drinking water containing sodium fluoride.

The ADA, however, emphasizes that no connection should be made between the preliminary results of that study and the likelihood of humans developing bone cancer by ingesting fluoride. The amount of sodium fluoride given the rodents in the study far exceeded the optimal level of fluoride present in drinking water, one part per million.

"It is totally inappropriate to draw any conclusions from this single study, or to suggest that it is applicable to human beings," said Dr. Enid Neidle, director of Scientific Affairs of the ADA. "The ADA wants to allay any concerns people might have about drinking fluoridated water as a result of these limited study

findings. There is substantial scientific evidence supporting the benefits and safety of fluoridated water for humans."

Indeed, numerous studies have shown that consumption of fluoride in community water supplies at the level recommended for optimal dental health has no harmful effect in humans.

Studies conducted by the National Cancer Institute over a number of years have shown no correlation between water fluoridation and cancer. During the Seer Study conducted by the NCI during each year from 1973-1987, the bone cancer rate among people remained steady, neither increasing nor declining. The bone cancer the rodents got in the NTP study is rare among humans and accounts for less than .01 percent of the 1.1 million cancers diagnosed each year.

The ADA has firmly supported community water fluoridation since 1950, based on its continuing evaluation of the safety and efficacy of fluoridation. A total of 80 national and international organizations endorse or support water fluoridation, including the World Health Organization, the American Medical Association, and the U.S. Environmental Protection Agency.

The effectiveness of water fluoridation has been documented in approximately 140 studies from 20 different countries over a period of several decades. The data from these studies continually have shown that children living in communities with fluoride adjusted water expe-

(Continued on page 5.)

### *Table clinic competition set April 4*

The annual LSUSD-NODA Student Table Clinic competition will be held Wednesday, April 4 at 7 p.m. at the Vista Shores Club, 5958 St. Bernard Ave. All NODA members and guests are invited to attend.

Dental students, student hygienists and technicians, post-graduate students and student researchers in each division compete for the \$100 first prize and \$50 second prize donated by NODA. The tabletop exhibits deal with some aspect of research, diagnosis or treatment.

Dr. Allan Rappold is chairman of the event. NODA members will be among the judges. There will be a cash bar and complimentary hors d'oeuvres.

#### A REMINDER

Members are reminded that March 31 is the deadline for renewal of membership in NODA.

If anyone needs information or has lost his or her dues form, please call the Central Office at 834-6449 as soon as possible.

## President's Message

By DR. O. WILLIAM REEDER, JR.

As the end of my year as president draws near, I want to take this opportunity to thank our members for making this year one of the best ever.

My special thanks go to the Board of Governors, our committee chairmen, and the many members who worked so diligently on these committees. My greatest appreciation goes to our individual members who have become more active, which is what it takes to make our association more productive. My sincere thanks to all of you.

I won't rehash the activities of the whole year, but I do want to mention a few of these. Our monthly programs from our scientific program committee have been excellent, and the attendance at our meetings seems to reflect this. Our social programs at the end of each meeting, and our special social events such as our annual crawfish boil, continue to be great hits. We increased the number of programs to which our staffs were invited, and this too continues to be very well received.

Our membership campaign under the guidance of our membership committee, and with the assistance of the ADA Emphasis Program brought us over one hundred new members. Our automatic bank draft program continues to add new participants who take advantage of spreading their advance dues payments over many months, and in doing so, lessens the impact of a single dues payment.

Our insurance committee performs probably the most difficult and thankless job in all of NODA. During a year in which insurance premiums across the country escalated by 50-100% or more (my own private hospitalization insurance premium increased 60% this year, and I am healthy and had no claims), our insurance committee spent countless hours trying to keep our premiums in line without abandoning our members who had unfortunate health problems. I ask that you trust that we are doing the very best that we can with a very difficult problem.

The value of our legislative efforts through our legislative committee to each of our members is truly immeasurable. We promote good legislation at the city, parish and state levels, and fight unnecessary legislative proposals that would add costs to each of our practices greatly in excess of our yearly dues to organized dentistry. We have been very successful in these areas this year.

Two programs which offer assistance to our members with special problems continue to

grow. Operation Reach-Out under Dr. Jimmie Gaubert offers confidential assistance to members with special personal or practice-related problems. Please contact Jimmie if you need him. Our impaired dentist committee under Dr. Jamie Manders also offers confidential assistance to any member who is chemically dependent. If you need assistance in this area, or know a dentist who does, please contact Jamie. It is the desire and obligation of NODA to provide this type of assistance, for if we do not help our own colleagues, who will?

We truly have let our light shine in the public relations arena. Under the public relations committee, we have established a permanent dental exhibit at the Kenner Science Center. The activities of our Children's Dental Health Month committee will have concluded by the time you read this. These activities have increased in number, and have reached a degree of sophistication and excellence that we are all proud of, and from which we all benefit. Literally tens of thousands of children, their parents, and the community at large have seen our efforts in this area. Our Senior Smile Week program is still in its infancy, but hopes to become for our senior citizens what Children's Dental Health Month is for the kids.

The New Orleans Dental Conference was again a scientific and social success, and once again was financially prosperous for NODA. The number and dedication of NODA members, under the leadership this year of Debbie Arnold, who are able to put on a world-class dental convention each and every year simply amazes me. Do you know of one other dental society as small as NODA which provides this type of program with such national prominence? I don't!

*NODA News* continues its enlarged format to keep us abreast of all the events which I have mentioned and more, and it does this in a superb manner. Help us make our publication even better with your contributions. Call Kristi and offer to help.

By now I'm sure you think that I forgot my earlier promise that I would not rehash all of the activities of my year. These have been only the highlights. Daily, our NODA office handles the routine and not-so-routine needs of each of our members. We now have two full-time employees, Mona Whittington and Norma Ward, to provide the services you require and have grown to expect. Our Board of Governors oversees all of our activities, and strives to improve all of our services for our members through its monthly meetings.

Let me say that I do not take credit for any of our activities or accomplishments. The momentum was started in previous administrations, and hopefully grew during my year, and will continue to grow in future years. All we need is for everyone to get involved and stay involved, for the benefit of each of us and for our profession.

Quite by coincidence, while I was writing this, a national television network news magazine, *Prime Time*, aired a program on dentistry on Thursday, February 8, 1990, which darkened the image of our profession. It concentrated on implants done by dentists with little training in this area, and on Sargenti endodontic treatments with disastrous results, and on dental treatment in general that allegedly was not needed by the patients who received the treatment.

As an endodontist, I know the American Association of Endodontists has tried for over twenty years to get dentists to abandon this substandard and dangerous technique, and others like it which are promoted by various individuals who seem most interested in their own personal gain at our profession's loss. My office alone received five telephone calls the next day from patients who wanted to know if I use this technique.

It seems a shame that one national TV show can do much to counteract the good we try to accomplish as a dental association, but perhaps it points out that our greatest asset as dentists still lies in providing quality treatment and care for our patients. Let us all reassess our practices, and make sure we are providing the degree of treatment quality and care which our patients deserve, and which we owe both to our patients and to ourselves. Then, by merging the quality of our individual practices with the strength in numbers found in belonging to organized dentistry, our profession will continue to prosper and we each will prosper with it.

### DENTAL SCHOOL PROGRAM

The LSU Dental School Faculty Development Committee will present a special two-part program on retirement March 21 and 28 as part of its noontime brown bag series.

NODA members and staffs are cordially invited. There is no charge and free parking is available in the shell parking lot.

LSU's department of psychiatry and Touro Infirmary's Geriatric Mental Health Center are cooperating in the retirement planning program. Retired faculty members have been invited to tell of their experiences.

The Wednesday, March 21 program will feature Jeanie Putnam, MSW, a social worker at the Touro Geriatric Center who will speak on "Dealing with New Family Patterns."

On Wednesday, March 28, Dr. Kenneth M. Sakaue, director of geriatric psychiatry at Touro and associate professor of psychiatry at LSU Medical School, will speak on "Making Life Meaningful."

# DENTAL DATA

## FATTY DIETS MAY INCREASE CARIES

High fat diets can not only lead to cholesterol problems, but also may increase the chances of developing dental caries, according to a collaborative study between two dental schools.

Dental researchers in New Jersey and Washington State have found that patients on high-fat diets have higher levels of lipids – fatty substances – in their saliva than those on low-fat diets. These same people had more cavities.

Researchers are attempting to determine why the high content of fats in saliva coincides with the high rate of cavities. They are also trying to develop a simple saliva test to reliably measure cholesterol levels as an alternative to blood sampling.

## CAVITIES STILL MOST COMMON

A nationwide survey of dentists found that 58 percent reported cavities as their most common patient problem.

The survey also revealed that nearly two-thirds of dentists (64 percent) consider periodontal disease the most important oral care problem they will face in the 1990s. Other concerns were preventive care/patient education (34 percent) and restorative/cosmetic treatment (20 percent).

A Colgate survey of 200 dentists found that excess tartar buildup is the second most common problem that dentists report their patients experience.

According to the survey, almost half of dentists (48 percent) think the cost of dental care will keep pace with the rate of inflation.

Dentists also reported that more than half (62 percent) of their patients are covered by some form of insurance. That figure has been increasing over the past five years. Two of three dentists surveyed provide dental

services on a free or reduced basis for uninsured working poor or indigent patients.

The survey also found that dentists in the western region of the U.S. appear to spend more time on cosmetic care than do dentists in the rest of the country. These dentists are also more likely than those in the rest of the country to report their patients have sore or bleeding gums.

## NODA PURPOSES

Some of the new members might be curious about the official purposes of the New Orleans Dental Association. In answer to a request, Dr. Vic Marquer came up with a copy of the original purposes.

- To cultivate and promote the art and science of dentistry; to promote public welfare by elevating the standards of dental science, art and literature; to promote among dentists mutual improvement, social communication and fraternalism; to secure the enactment and enforcement of proper laws for the protection of the practice of dentistry; and generally to do any and all things advisable, desirable or necessary in the interest of the dental profession.

## CONTACTING YOUR LEGISLATOR

One way for dentists to voice their concerns about OSHA matters, freedom of choice, waste disposal, water fluoridation and other issues is by writing to their legislators.

On many occasions, a thoughtful, persuasive letter has made a difference. Members of Congress both expect and depend upon written communications from their constituents. *The American Society of Anesthesiologists Newsletter* recommends when writing:

### DOs

- Be specific. Identify the bill or

## DENTISTS' INCOMES SHOW INCREASE

In 1988 dentists earned over 8 percent more than during 1987, reports the ADA's *1989 Survey of Dental Practice*. Independent general dentists netted an average of \$78,260, not considering inflation.

In terms of 1981 dollars, inflation's toll amounted to about \$18,127, making the independent general dentist's real income \$60,133.

Among independent specialists the average net income from their primary practices in 1988 was \$119,300, up over 5 percent from the previous year. The 1988 estimate of average net income for specialists is a 21.8 percent increase over the 1986 average and a 15.4 percent increase over the 1985 average, a technical note in the survey says.

The 1989 survey also reported that independent general dentists age 45 to 49 led other groups in income, earning an average net of \$99,190 from their primary practice. Dentists 40 to 44 years had the second highest income, averaging \$88,280.

When analyzed by region, dentists in the South Atlantic region led the income list with an average of \$85,180. New

England dentists were second with an average of \$82,440.

The survey also gathered information on employment status of all independent dentists for 1988. Among the findings:

- Among all independent dentists, 62.4 percent were sole proprietors, 30 percent shareholders and 7.6 percent partners.
- Of dentists less than 30 years old, 69 percent owned their own practice.
- Among dentists 30 to 34 years old, 72.1 percent were the sole proprietor.
- 64 percent of dentists age 35 to 39 chose to be sole proprietors.
- Nearly 80 percent of the dentists 65 years old or older were sole proprietors.

## A HERITAGE OF PROGRESS

Dr. R. Malcolm Overbey, ADA president, has announced his theme for the 131st Annual Session – "A Heritage of Progress." Boston, rich in history and tradition, will host the session, October 13-18, 1990.

To receive further information, write the Council on ADA Sessions and International Relations, American Dental Association, 211 East Chicago Avenue, Chicago, Illinois 60611, or call WATS, extension 2658.

issue that concerns you.

- Write to the right person. Make sure federal and state issues don't get confused.
- Be brief.
- Be direct. State your position clearly in the opening.
- Be constructive. If you have expert knowledge, share it.
- Be timely. Inform your representatives about an issue while there's still time for them to voice an opinion.
- Be complimentary.

### DON'Ts

- Avoid form letters. Form letters work only if you can generate 50,000 of them.
- Don't threaten.

- Don't overdo it. Don't write too often.
- Don't use "canned" material. Material and drafts provided by the dental society are meant to provide background so you can create your own correspondence.
- Don't use handwritten letters unless your handwriting is easy to decipher. If a letter is difficult to read, it is not read. Write the letters on your office letterhead.

## NODA PROFILE

### *Dr. Jeansonne: He answered call to leadership*

Teaching was always his first love. But life had other things in store for Ed Jeansonne. He always seemed to be getting called from the classroom to the boardroom and positions of high authority in dentistry.

As a result of his knowledge, his planning and administrative skills, diplomatic personality and solid judgment, Dr. Edmund E. Jeansonne, Sr. can look back on a remarkable 44-year career as professor, administrator, dental school designer and organizer, and distinguished dean.

Dr. Jeansonne holds the probably unique distinction of being dean of two dental schools at the same time! He was head of Loyola's School of Dentistry when the university decided to withdraw from dental education. The LSU school was quickly formed and Dr. Jeansonne was appointed dean, thereby inheriting the job of closing one school and organizing its successor.

Dr. Jeansonne is probably on speaking terms with every brick and ounce of cement in the magnificent LSU dental building. He had spent long days and nights in planning a new school for Loyola, only to shift gears quickly and develop a much larger and more elaborate facility for LSU.

It was fortunate that he had gained experience as a member of a federal commission on the construction and renovation of dental schools.

Dr. Jeansonne was actually LSU's first and third dean. After serving from 1966, he retired in 1974 to take a six-month sabbatical, studying and teaching dental ceramics in London with the famed Dr. John McLean. Dr. Allen Copping, who succeeded Dr. Jeansonne, served only two months when he was named chancellor of the LSU Medical Center, sending out a call to Dr. Jeansonne "to come back and be dean."

He returned for two more years. "It was all I could stand," he laughs.

"I retired to full-time teaching as professor of fixed prosthodontics in '76 and then retired totally in 1981."

He was named dean emeritus that year and continued to teach for a while on a gratis basis.

Dr. Jeansonne's long career began upon his graduation from Loyola in 1938 when he joined the U.S. Navy Dental Corps. When he retired 22 years later he was a captain and executive officer of the U.S. Naval Medical Center Dental School at Bethesda, Md. Admiral (Ret.) Clemens Rault, a fellow Loyola graduate then dean at Georgetown, recruited him as head of the department of diagnosis.

The call of New Orleans was insistent, however, and in 1962 he accepted the invitation of Dean Frank Houghton at Loyola to join the faculty. He was named assistant dean in 1964 and dean in 1966 when Dr. Houghton retired. When Loyola decided the task of operating a major dental school was too much for its resources, Dr. Jeansonne began the long and arduous task of

planning the new LSU school and assembling its faculty.

Despite the busy life of an administrator, Dr. Jeansonne pursued his research studies and received national recognition as an authority on dental ceramics. He has lectured to the American Academy of Restorative Dentistry, International Association for Dental Research, University of Minnesota Dental Symposium, University of California Dental Porcelain Symposium, ADA Special Workshop on Bonded Aluminum Crowns, Dallas Mid-Winter Meeting, and many meetings in other states. His papers and articles have been widely published.

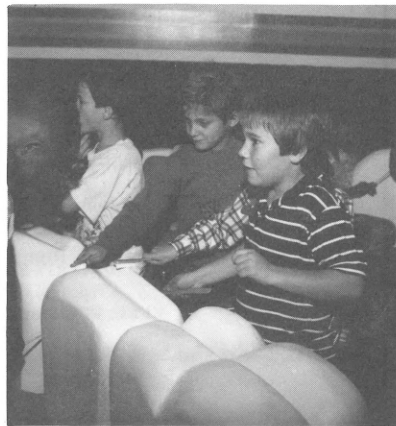
At Loyola he was a member of OKU and Blue Key national honor societies and is a Fellow of the American and International Colleges of Dentists. He holds membership in the American Association of Dental Consultants, American Academy of Restorative Dentistry and International Society of Dental Ceramics.

While a Loyola student, he met and fell in love with a Loyola cheerleader, Millie Hatrel. Today they are the proud parents of four children, Mildred, who works for the federal government; Edmund E., Jr., an orthodontist in the Boutte-Luling area; James, a marine biologist in Tampa, and Susie, a chemistry teacher in the New Orleans area.

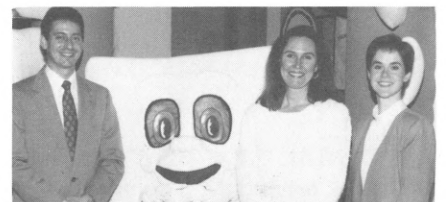
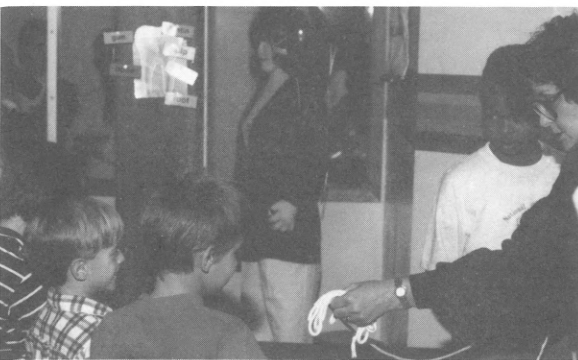
Dr. Jeansonne plays golf "about twice a week" at Metairie Country Club. It has been an arduous life in many ways, but Dr. Jeansonne says, "Thank God for health and happiness." And whenever he travels out Wisner Boulevard and looks across Bayou St. John, he can see a lasting monument to his dedication and ability.



DR. JEANSONNE



CDHM EXHIBITS AT TWO CENTERS



NEW MEMBERS

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

Dr. Jack F. Rowley, sponsored by Dr. Ralph Dauterive.

Dr. Gordon A. Bech, sponsored by Dr. O. William Reeder, Jr.

Dr. John C. Schwartz, sponsored by Dr. O. William Reeder, Jr.

FLUORIDATION . . . continued from page 1.

rienced an average reduction in tooth decay in the range of 17-40 percent.

Fluoridation also can benefit adults in two ways. The first is through the remineralization process, in which beginning carious lesions in the enamel fail to enlarge or reverse because of frequent exposure to small amounts of fluoride.

The other protective benefit is in the prevention of root caries, a progressive erosion of the root surface, affecting adults with gingival recession. Studies have demonstrated that fluoride is incorporated into the structure of the root

surface, making it more resistant to decay should it become exposed as a result of gum-line recession.

The annual cost of community water fluoridation averages only 35-40 cents per person in the United States. With the escalating cost of health care, fluoride remains a preventive measure that benefits all members of the community at minimal cost. In addition, the need for restorative dental care is lower in fluoridated communities. It is estimated that every dollar invested in fluoridation saves about \$50 in dental expenditures.

NODA News is published every month with the exception of June, July and August. Deadline for ads and editorial material is the 10th of the month preceding publication. Ads and news should be sent to Dr. Kristi Soileau, 1502 Calhoun St., New Orleans, LA 70118. Dr. Soileau is editor and chairman of the NODA News Committee. Members are Drs. Joseph Asercion, Edwin Brown III, Ronald Carr, George Cerniglia, Frank Herbert and David DeGenova.

**BULLETIN BOARD**

**CBD:** Opportunities available (space-sharing or association) to practice in fully equipped, modern dental facility in a prime CBD location. Please call 283-8599 after 7:30 p.m.

**HYGIENIST:** For dynamic group practice, part-time. Call 833-3200 – Charlotte or Nancy.

**OPPORTUNITY FOR SMALL LOCAL DENTAL PRACTICE** to participate in innovative software testing program. Must have access to IBM compatible computer equipment. **FREE SOFTWARE AND UPDATE OPTIONS** for program participants. Call for details . . . Trevor Martin, 5 p.m.-10 p.m. (504) 488-1309.

**PATTERSON DENTAL COMPANY** presents **NEW EQUIPMENT & MAINTENANCE CLINIC**, Thursday, March 29, 5 p.m. 'til. Holiday Inn, Causeway South, Metairie, LA.

**GENERAL DENTISTRY PRACTICE** for sale 15 miles south of Lafayette. Three fully equipped operatories, fourth equipped for prosthetics. Great potential for continued growth, excellent terms available. Call (318) 937-8168, evenings (318) 937-8426. Owner returning to school.

**ALL DENTAL EQUIPMENT FOR SALE:** Dentist is retiring. One complete operatory of equipment. Five-ten years old. Like brand new equipment because of limited use. Call 866-1557.

**ASSOCIATE NEEDED** (with buy-in capabilities) for well established general dentistry office on East Bank of Jeffer-

**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-Saturday  
March 16-17, 1990

**CURRENT PERIODONTAL THERAPY**

In the wake of the tremendous move toward non-surgical management of periodontal diseases there are still those who need surgical intervention, varying from very minor to complicated and involved surgical procedures.

**CLINICIANS:** Dr. R. Jack Cassingham, Dr. Alfred Broxson, Dr. Richard Caudill, Dr. Gerald Evans.

**FEE:** Part I – \$125; Part I & II combination – \$350; Part II only – \$225 (for those who took Part I previously on May 5, 1989).

**CREDIT:** Fourteen hrs. participation FAGD-MAGD.

Wednesday-Thursday-Friday  
March 28-30/30, 1990

**ADVANCED TECHNIQUES FOR THE INTEGRAL IMPLANT SYSTEM**

This course on dental implants for the total and partially edentulous patient will feature the most significant clinical advances in recent years. The course is designed for the clinician with some implant experience who desires more than an overview course.

**CLINICIANS:** Drs. Israel Finger, Luis Guerra, Gerard Chiche, Michael Block, Arturo Mendes and Jerry Clark, CDT

**FEE:** \$450 Dentist, \$200 Technician.

**CREDIT:** Twenty-one hrs. participation FAGD-MAGD.

Friday  
April 20, 1990

**J I M P R I D E** on Leadership; Attracting & Retaining Qualified Staff; Understanding Modern Day Practice

Saturday  
April 21, 1990

**RADIOLOGY FOR DENTAL AUXILIARIES**

. . . A repeat of our popular periodic presentation.

**FEE:** \$85 per auxiliary (SOLD OUT!)

Saturday  
May 12, 1990

**RADIOLOGY FOR DENTAL AUXILIARIES**  
(Same course)

For information about these courses, call (504) 948-8584.

son. He/she must have the highest ethics, be able to do quality dentistry and want to give patients the best dentistry that constant continuing education makes possible. Great opportunity for the right person! Call Barbara at 737-6800 or 737-3541 (OFC).

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**CONSIDERING RETIRING.** Well-estab-

lished general dentistry office (leased – 4 operatories, business office, consultation room, reception room, etc.). Located on East Bank of Jefferson. Available. For particulars, call Barbara at 737-3541 (W) or 737-6800 (H). Excellent opportunity!

**BEAUTIFUL AND RENOVATED HOUSE/OFFICE:** Located at 4612 Jefferson Highway, Jefferson, LA near Huey P. Long Bridge and Elmwood Area. Zoned C-1 Commercial. 2,400 Square Feet, in Excellent Condition, near Ochsner and Elmwood Hospitals. Call (504) 455-8920.



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