



News of Dental Activities

VOLUME XXIV

JANUARY 1991

NUMBER 1

THE LATEST WORD ON . . .

SPLINT BLEACHING

A very hot topic is on the program for the January 16 New Orleans Dental Association general membership meeting – “Splint Bleaching.”

These new home bleaching techniques and products have received much media attention in the last few months, exciting us and our patients with the prospect of whiter, brighter teeth.

If you want to find out which product is the easiest or fastest, or the best with the fewest problems, you need to hear Dr. Ronald Lemon’s presentation at 7 p.m. at the LSU School of Dentistry.

He is presently conducting clinical research with these products, and will discuss the results he has obtained.

Dr. Lemon is head of the department of

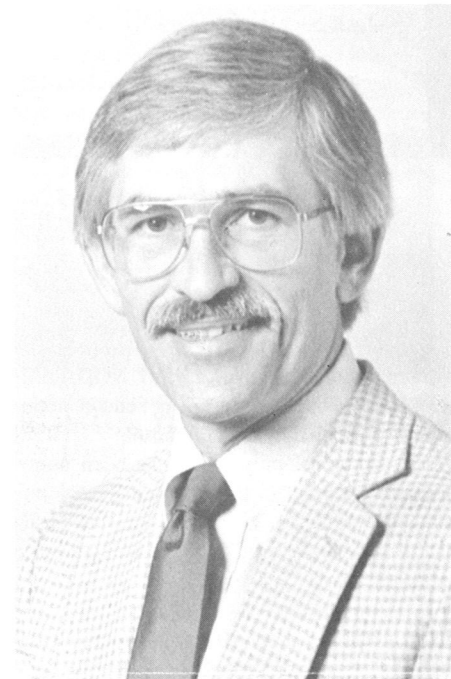
endodontics at LSU School of Dentistry. He is a graduate of the University of Kentucky, and a Diplomate of the American Board of Endodontics.

He is a well known national and international lecturer and author in esthetics and endodontics.

Mark your calendars now for an informative evening: Wednesday, January 16, 7 p.m., LSU School of Dentistry, Auditorium A.

Dr. Lemon’s presentation will begin after a short business meeting, and be followed by our beer and wine social.

This meeting is sponsored by Gilsbar, Inc. Their representatives will be at the meeting to discuss your insurance needs with you. Please also thank them for their continuing support of our association.



DR. LEMON

CHILDREN’S DENTAL HEALTH MONTH . . .

SEMINAR FOR TEACHERS

Dr. Gizelle Richard has been re-appointed as chairman of the Teachers Seminar, a key project in NODA’s preparation for National Children’s Dental Health Month in February.

Dr. Sam Miano, general chairman, said the seminar will be held Friday, January 25 in the LSU School of Dentistry. Teachers and school nurses will attend the session from 9 a.m. until noon.

A program on lifetime dental care will be given and members of the LSU pedodontics and orthodontics departments will make presentations. Special material is distributed to the teachers.

Dr. Hilton Title will again serve as chairman of the radio and television program. He will assign dentists and others to appear as guests on talk-in shows arranged by Charles Brennan of Fitzgerald Advertising.

Feature of the month-long observance will be two major exhibits for the public. One will be at the Louisiana Children’s Museum, 428 Julia, and the other will be the permanent dental exhibit at the Freeport McMoran Daily Living Science Center, 409 Williams Boulevard, in Kenner.

The NODA Auxiliary, headed by Mrs. Guy Ribando, is arranging a series of programs on dental care at area schools. The Auxiliary also plays the leading role in staffing the Children’s Museum Exhibit.

WHAT’S INSIDE	
■ February election	2
■ ADA Lawsuit	3
■ Dental Data	4
■ Pictures from past	5



IF THIS ISN'T ENOUGH to stop traffic, we don't know what is. The faces peering out of this sign advertising Ben and Jerry's ice cream belong to none other than Drs. Lou Grush and Vince Liberto. The NODA members and their wives mad a quick trip to Vermont prior to the ADA annual meeting in Boston.

Installation dinner at English Turn

Have you ever visited the beautiful English Turn Golf and Country Club on the West Bank?

You'll have a chance to enjoy this magnificent club overlooking the Jack Nicklaus-designed English Turn course on Saturday evening, March 2 when NODA installs president-elect

Dr. Mike Robichaux and the 1991-92 officers.

Reserve the date on your calendar NOW for a delightful evening. Cocktails will begin at 7 p.m. with dinner at 8 p.m. Your special invitation will appear in the February issue of NODA News.

NODA to elect 1991 officers at February 20 meeting

Dr. Mike Robichaux, chairman of the Nominating Committee for 1991 NODA officers, has revealed the following slate of nominees as presented by the committee.

Dr. Emmett Zimmerman has been nominated as president-elect. Dr. Robichaux, currently president-elect, will assume the presidency in March of this year, succeeding Dr. Darlene Bassett.

The election of 1991 officers will take place at the February 20 general membership meeting at Smilie's Restaurant.

Other nominees for 1991 are:

First Vice President, Dr. Ken Schott.

Second Vice President, Dr. Anthea Grogono.

Secretary (2 yrs.), Dr. Jim Gaubert.

Board of Governors (3 yrs.), Dr. Billie Gail Jeansonne.

Director to LDA (2 yrs.), Dr. Frank Martello.

Delegate to ADA (3 yrs.), Dr. Jack Cassingham.

Nominated as delegates to the LDA House of Delegates are: Dr. O. William Reeder, Dr. Jimmie Gaubert, Dr. Kristi Soileau, Dr. David Hoffman, Dr. Debra Arnold, Dr. Patrick Eck, Dr. Clayton Barre, Dr. Denice Derbes, Dr. John Shea, Dr. Joe Kirn, Dr. Michael Mackenzie, Dr. Francis Martello, Dr. Jamie Manders, Dr. Don Toso, Dr. Allan Rappold, Dr. Ralph

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, 3600 Prytania St., 55 Lister Court, New Orleans, LA 70115.

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.

Support urged for licensing by credentials

MEMO TO NODA MEMBERS:

Licensing by credentials will be introduced in the 1991 U.S. Congress. Please write or call your Congressman and urge support for passage of this bill. Now is the time to act. Please call if you have questions.

Frank Martello
Director to the LDA
(504) 895-6923

I urge your support of the bill for Licensing by Credentials.

Name _____

Address _____

City _____

State _____ Zip _____

Coming in February!

NEW MEMBER DINNER MEETING

Dr. Darlene Bassett, NODA President

Dr. William Walsh, LDA President

February 20, 1991 7 p.m. Smilie's Restaurant

Sponsor: Medical Protective Company

Call Mona at 834-6449 for dinner reservations.

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	\$275.00
Allocation to JADA	25.00
To ADA News	8.00
LDA DUES	\$260.00
Allocation to LDA Journal	15.00
NODA DUES	\$100.00
Allocation to NODA News	12.00

1991 dues are payable now

The "new" 1991 dues renewal forms were sent to the membership the first week of December for payment on or before January 1, 1991.

The forms were preprinted for your convenience and we ask that any corrections necessary are made directly on the form.

If you did not receive a dues renewal form, please call Mona Whittington in the NODA Central Office, 834-6449, immediately.

Important reminder . . . If you wish to take advantage of our twelve month automatic bank draft program for the payment of your 1992 dues, please call the Central Office for the appropriate form as soon as possible. Deadline for the return of the authorization form to enjoy the full twelve month program is January 10th.

You may join this program in any month in 1991. However, you will have fewer months to deduct which will increase the monthly deduction.

You may also pay current or next year's dues through VISA or MasterCard. Again, call the Central Office for further information and the necessary authorization forms.

ADA lawsuit challenges new patient refund reporting rule

The American Dental Association has filed a lawsuit to challenge the reportability of patient refunds by dentists to the National Practitioners Data Bank, as required by the U.S. Health Resources and Services Administration.

The suit, filed in U.S. District Court for the District of Columbia, seeks a declaratory judgment from the court that HRSA's requirement that refunds be reported to the Data Bank by individual dentists is unlawful under the Health Care Quality Improvement Act of 1986.

The Health Care Act created the Data Bank to collect and share information on the professional competence and conduct of dentists, physicians and other health care providers.

A key purpose of the Data Bank was to strengthen the peer review process of local dental and medical societies, and to restrict the ability of incompetent practitioners to move from state to state without being discovered.

Information in the Data Bank is confidential and, along with other data, is to be used in granting clinical privileges or in determining employment, affiliations and licensures. The Data Bank went into operation on September 1, 1990.

The ADA's lawsuit is based on the U.S. Department of Health and Human Services' recent interpretation of the statute and regula-

Because of the reporting requirement, many dentists have already indicated they no longer will participate in peer review mediation, and a number of dental societies have ended their peer review programs, the suit states.

Dr. Eugene J. Truono, ADA president, said the reporting requirement threatens the peer review process and relations between dentists and their patients.

"Without this lawsuit," Dr. Truono said, "there very likely would be an increase in litigation, an increase in professional fees to cover increases in liability insurance, dissatisfied patients and a serious impairment of peer review as it is known today."

Dr. Truono added that the Association's lawsuit represented a significant benefit of membership in the ADA.

Peer review is a long-established, informal mediation process for the resolution of disputes between patients and dentists. Typically, qualified dentists and lay people are on peer review panels. The results of peer review may include reassurance to a patient on the appropriateness of a service provided, having a dentist redo a service provided to a patient, having another dentist provide service to a patient, waiving all or part of a dentist's uncollected fee or refunding a fee.

Peer review is simple, inexpensive and

*"Without this lawsuit there very likely would
be an increase in litigation, an increase in professional
fees to cover increases in liability insurance,
dissatisfied patients and a serious impairment
of peer review as it is known today." – ADA President.*

tions to require refunds made by practitioners in response to written claims for payment to be reported to the Data Bank. A failure to report could result in a fine up to \$10,000.

As a result of the reporting requirement, according to the lawsuit, dentists will forego the routine refunding of fees to patients, either under the peer review mediation process or on their own, in order to avoid being reported to the Data Bank.

The alternative is for dentists to report themselves to the Data Bank as having made a medical malpractice payment, thereby damaging their professional reputations.

efficient in that it avoids protracted and costly litigation, and it usually results in amicable resolution of a dispute.

Joining the ADA as plaintiffs in the lawsuit are four dentists and seven state dental organizations: the California Dental Association, the Illinois State Dental Society, the Dental Society of the State of New York, the Pennsylvania Dental Association, the Texas Dental Association, the Utah Dental Association and the Washington State Dental Association.

The ADA is represented in the lawsuit by Mel Garbow, with the law firm of Arnold & Porter, of Washington, D.C.

DENTAL DATA

CREDIT CARD USE INCREASING

The use of credit cards in health care, including dentistry, is gaining popularity.

In a study conducted for Visa USA, 70 percent of the consumers surveyed said physicians and dentists should accept credit cards. About 38 percent of all dentists currently accept credit cards.

More than \$3 billion in personal health care expenses was charged to credit cards in 1989, according to *ADA News*. ■

KUDOS TO DR. MEFFERT

Dr. Roland Meffert has received a special citation from the American Academy of Periodontology for his contributions to the academy. A NODA member, Dr. Meffert is chairman of the department of periodontics at LSU Medical Center. ■

CIGARETTES COST \$4.25 IN CANADA

Canada banned all tobacco ads in January 1989, and since then tobacco sales have plunged, dropping 7 percent last year and another 10 percent in the first four months of this year. A pack of cigarettes costs about twice as much in Canada as in the U.S. — up to \$5 Canadian (about \$4.25 U.S.). ■

DENTAL IMPLANTS GAIN IN USE

An increasing number of people are expected to receive dental implants over the next several years, according to Dr. R. G. Christensen, a professor at the Brigham Young University and the University of Utah.

"Placement of a dental implant is usually not a painful or debilitating procedure, and most patients compare it to routine tooth extraction in regard to discomfort," said Dr. Christensen.

He says improvements in implants from previous techniques have resulted in a high level of clinical success, with 90 percent or more retention of implants for more than 20 years.

One improvement is the use of metal and other substances that "bond" or "integrate" with bone, creating rigid bone or implant relationships.

Another improvement is better techniques for cylinder and screw implants, providing a precision fit to the bone.

Despite the expected increase in the use of implants, said Dr. Christensen, dentists need more knowledge about the long-term upkeep and repair of implant prostheses.

For instance, he says, more study is needed on when and where various types of screws fatigue and break, and the influence on opposing teeth of porcelain restorations placed on rigid implant heads.

Other important considerations to the success of implants include the incidence of periodontal breakdown around implants and potential gum recession around single tooth implants.

"Any of these potential problems or many others will require upkeep and repair procedures that currently are unknown," he said. "Dentists should recall

patients faithfully every few months for prevention of disease and for examinations."

The ADA has accepted one dental implant and provisionally accepted several others that have demonstrated success and safety through long-term clinical studies. ■

FEE DISCUSSIONS ARE INCREASING

Nearly one-half of American dental patients discuss fees with their dentists prior to treatment, according to results from a recent Gallup survey.

The survey consisted of telephone interviews with 1,000 Americans. Those most likely to discuss fees with their dentists before initiating treatment were 35-54 years of age (57 percent),

female (55 percent), and from the West region of the U.S. (55 percent). ■

FIRST WOMAN ELECTED ADA PRESIDENT ELECT

For the first time in its 131-year history, the American Dental Association has elected a woman dentist as its president-elect.

Geraldine T. Morrow DMD, who practices general dentistry in Anchorage, Alaska, was elected during the ADA's 131st Annual Session in Boston.

Dr. Morrow will assume the ADA presidency in October 1991 and lead the 140,000-member organization's efforts to encourage improvement of the public's oral health and promote advances in dentistry. ■

DENTACHEQUES AID HANDICAPPED

The National Foundation of Dentistry for the Handicapped (NFDH) has introduced DentaCheques, a unique coupon book with 98 coupons from 44 dental product manufacturing and distributing companies.

DentaCheques is filled with over \$4,500 worth of values on dental supplies. The NFDH is selling the book to dentists for only \$55.

The DentaCheque dental product coupon book, which can be ordered now, has two sections: one for discounts from dental supply companies and the other for discounts from manufacturers of dental equipment and materials.

Fourteen dental supply companies will honor the three DentaCheque coupons which provide a 5% discount on merchandise orders between \$100 and \$200. One mail-order supply company has included four coupons, each good for a 15% discount on orders of \$200 or more.

Most dentists should be able to use some of the coupons to recoup the cost of the book and much more. Further, by buying DentaCheques, dentists help support the NFDH, a charitable non-profit organization affiliated with the American Dental Association.

The Foundation develops and operates programs which provide needed dental care for disabled, aged, and medically-impaired persons. Over 5,000 dentists participate.

The development of DentaCheques was sponsored on behalf of the NFDH by the American Dental Trade Association. Further, the Colgate-Palmolive Company provided a grant to underwrite the production of the first 10,000 DentaCheque books.

DentaCheque coupon books can be ordered by calling the NFDH at (800) 366-3331 or by writing the Foundation at 1600 Stout Street, Suite 1420, Denver, Colorado 80202.



Plan your NODA meeting schedule

January 16, 1991

“Splint Bleaching”

Dr. Ronald Lemon, LSUSD Faculty
7:00 PM, LSU School of Dentistry, Auditorium A

Sponsor: Gilsbar, Inc..

February 20, 1991

New Member Dinner Meeting

Dr. Darlene Bassett, New Orleans Dental Association President

Dr. William Walsh, Louisiana Dental Association President

7:00 PM, Smilie’s Restaurant Plantation Room

Sponsor: Medical Protective Company

March 2, 1991

President’s Installation Dinner

Dr. Michael Robichaux

7:00 PM, English Turn Country Club

April 10, 1991

LSU School of Dentistry Student Table Clinics

Dr. Allan Rappold, Table Clinic Committee Chairman

7:00 PM, Vista Shores Club

April 19, 1991

Annual Crawfish Party

7:00 PM, American Legion Hall

May 15, 1991

“Pharmacology Update”

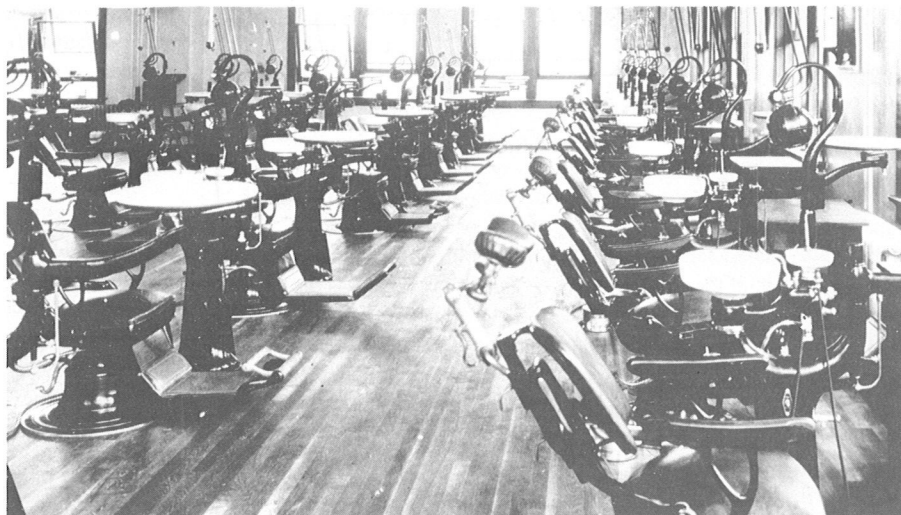
Dr. Joseph Moerschbaecher, Chairman, Pharmacology Department, LSUMC

Dr. Anthony Indovina, Oral Surgeon

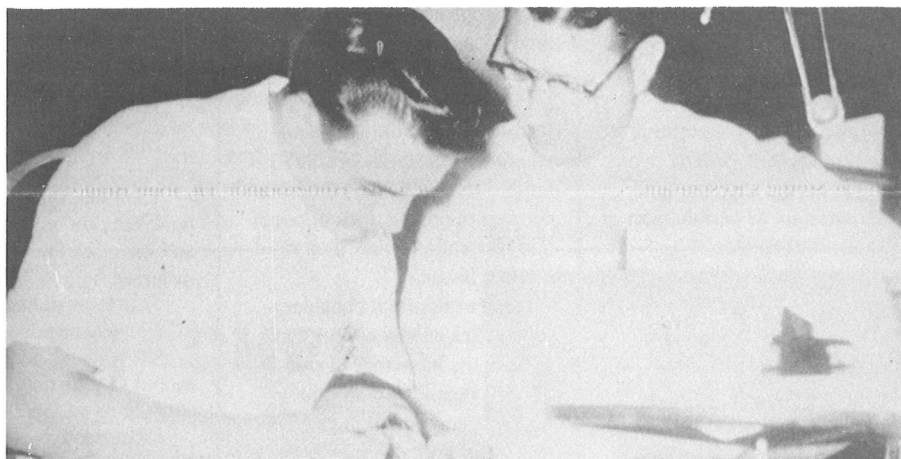
7:00 PM, LSU School of Dentistry, Auditorium A

Sponsor: Paine Webber, Incorporated

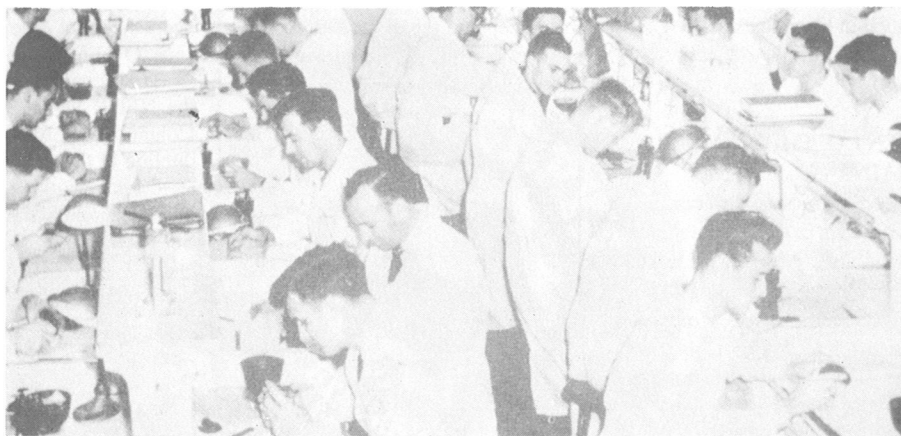
Pictures from the Past



Dr. Allan Rappold has come upon several interesting photos from the past and has passed them along to *NODA News*. Above: The year is 1928. These are the first electrical units at Loyola. They did not work well and were replaced.



Loyola operative clinic. Dr. Robert Eastman, right, looks on as student Bob Coker gives an injection. Look at the hair on Coker. He looks like a young Elvis!



The freshman laboratory. Looks kinda crowded. The year is 1954. If you have any old photos, please send them to Dr. Kristi Soileau, editor, or Dr. Rappold.



BULLETIN BOARD

DENTAL OFFICE ON VETS, two operatorys, fixed overhead, lab on premises. Call 888-6860.

DENTAL OFFICE FOR SALE including building at 651 Bonnabel Blvd., Metairie. Call Mike Heller, 861-8758.

DENTAL PRACTICE FOR SALE: Stable, high income practice for sale. Appraisal from professional dental consultant available to serious potential purchasers. Call 242-4456 (office), 1-893-1570 (home).

ASSOCIATE DENTIST – METAIRIE: Established practice seeking associate T, T, Sat. and/or evenings. Great opportunity for building your own practice. Please contact our office at 887-5161.

SATURDAY DENTAL HYGIENIST: Mid-City area. Energetic/People Person. Hours 8 a.m.-2 p.m. Send resume to 4411 W. Metairie Avenue, Metairie, LA 70001.

Members are welcome to submit classified ads to Bulletin Board. Send ad and check for \$25 per ad made out to NODA to: Dr. Kristi Soileau, 3600 Prytania St., 55 Lister Court, New Orleans, LA 70115.

DR. BRIGGS NAMED

NODA member Dr. James W. Briggs has been selected for inclusion in the 1990 Edition of *Who's Who of American Inventors*.

This prestigious honor was based on the following invention:

Patent Number: 4, 777,964. Description: Home Blood Analysis Test Kit: Does 149 blood tests at home – including HTLV III. Total Number of U.S. Patents Held: 1.



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.

January 9, 1991
June 5, 1991

FIFTH ANNUAL DENTAL ASSISTANT CERTIFICATION REVIEW COURSE
FOR CHAIRSIDE DENTAL ASSISTING
Wednesday Evenings 6-9 P.M.
Faculty: Dorothy Austin, Henrietta Frederick.

Friday,
April 26

ALUMNI DAY – Dr. Jackie Dzierzak – “Imaging and Anterior Esthetics.”

Friday-Saturday,
May 3-4

BLEACHING WORKSHOP – Hands-on experience – Dr. Ron Lemon.

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

BOARD STUFF

The NODA Board of Governors at its December meeting approved a proposed change in the current Conference by-laws. It changes Article XX, Section 1, Paragraph B which formerly read:

Ten voting members including Chairman Elect, Vice Chairman-Elect, plus eight voting committee members. These eight voting committee members are to chair one of the eight sub-committees of the Conference as follows:

- 1) Scientific Program
- 2) Scientific Support
- 3) Exhibits
- 4) Entertainment
- 5) Registration
- 6) Public Relations
- 7) Halls and Hotels
- 8) Budget

These eight voting committee members will be assigned to one of the eight sub-committees by the new Chairman. Each member is to rotate every year to a different committee, at the discretion of the Chairman of the NODC.

The changed article as approved by the Board reads:

Ten voting members including Chairman Elect, Vice Chairman-Elect, plus eight voting

committee members. These eight voting committee members are to chair one of the eight sub-committees of the conference as outlined in the NODC Manual.

VOLUNTEERS NEEDED

Want to perform a real service for NODA?

NODA News needs volunteers to sell display ads in our publication. Many of you have contacts among suppliers, stockbrokers, accountants, attorneys, computer companies, etc.

How about calling up a few and suggesting a *NODA News* ad that will bring their product or service to the attention of more than 1500 dentists, dental hygienists, dental assistants and students in the Greater New Orleans area.

Ad rates are 1/8 page \$60; 1/4 page \$100; half page \$200; full page \$350. Volume discounts are available. For more information, call Kristi Soileau at 899-2255 or Charlie Brennan at 529-3161.



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

NON-PROFIT ORG.
U.S. POSTAGE

PAID

Permit No. 455
New Orleans, La.

Kristi Soileau, Editor
Ed Brown, Frank Herbert, Joseph Asercion, Ronald Carr,
George Cerniglia, David DeGenova, Associate Editors

Officers of NODA:

Darlene T. Bassett – President
Michael Robichaux – President-Elect
Joseph D. Kirn – Secretary
Debra C. Arnold – Treasurer
Mona Whittington – Executive Secretary