



# News of Dental Activities

VOLUME XXIV

NOVEMBER 1991

NUMBER 8

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**HERE'S A LOTTERY THAT'S FREE!**

Attending NODA's monthly general membership meetings could mean real money to you!

Each month NODA gives members a chance to win a \$50 dues discount in a drawing at the regular scientific meetings. In October the lucky winner was Dr. Georgia McDonald.

And here's the grand prize! Tickets from all previous meetings will be pooled for a "grand drawing" at the May meeting. This will be for a total dues discount of \$635.00!

**THE WINNER MUST BE PRESENT TO WIN ANY PRIZE, INCLUDING THE FINAL GRAND PRIZE.**

## STRESS:

### Is it taking its toll on you? Nov. 20 meeting could provide answer

If you are afraid you are on the edge of "burnout," don't miss the special afternoon-dinner meeting Wednesday, November 20, beginning at 3:30 p.m. in Auditorium C at the LSU School of Dentistry.

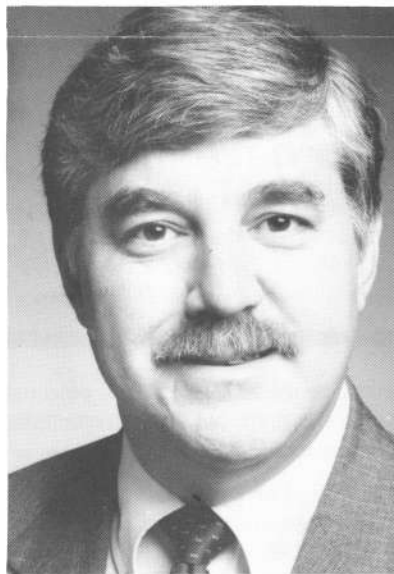
The seminar will be from 3:30 to 5:45 p.m. A short NODA business meeting will precede dinner at 6 p.m. The seminar will resume at 7 p.m. and conclude at 9 p.m.

Dr. Clifford Katz will show you how to avoid burnout by "Becoming a Hardy Dentist: Moving from Stress to Success."

The potential for stress is present everywhere in our personal and professional lives. We have also become increasingly aware of the negative physical and emotional consequences of stress overload. Managing a dental practice today can place seemingly relentless demands upon the time and energy of the dentist, leading some to feel that they are victims of overwhelming life stress. The end result can be serious career burnout.

However, theory and research in the field of stress are now shedding new light on the role that each of us plays both in perceiving our own stress and in managing it effectively. Psychologists have identified a personality trait, *hardiness*, which characterized dentists who seem to be unusually successful at managing their stress levels and maintaining their enthusiasm for the profession.

This presentation will focus on the causes and consequences of stress in the lives of today's dentist. In addition, we will address the



**DR. KATZ**

characteristics of the *hardy* dentist and explore ways in which each of us can develop more effective methods for dealing with stress and achieving balance in our lives - in other words, how to become more *hardy*.

Dr. Katz is a former practicing dentist and holds a Ph.D. in counseling psychology from the University of Texas. He is founder of the Katz Company, a management and organizational consulting firm working with health care professionals and senior level executives.

He consults and lectures across North Amer-

ica in the areas of stress management, strategic planning, team-building, organizational effectiveness, and healthcare marketing.

Cliff is a member of the Board of Directors of the Bob Barkley Foundation and a repeat presenter at the annual Rocky Mountain Rendezvous meeting in Keystone, Colorado.

Don't miss this exciting evening. Reserve your spot in the audience early by sending your check for \$25 (to cover the cost of dinner) to the NODA office. Don't forget the address has changed: 2121 N. Causeway Boulevard, Suite 153, Metairie, La. 70001

Reservation deadline is November 15.

HILL DENTAL COMPANY is sponsoring this NODA event. Representatives of Hill will be on hand to greet dentists. Let's be sure to shake hands and thank them for their support.



## GUEST COLUMN

## Dentists urged to support Paid Dental plan

*Editor's Note--The LDA reports that agents for PAID DENTAL are negotiating with several large employer groups. The LDA believes it is crucial that members are aware of PAID DENTAL so that when patients present a PAID DENTAL card, they will see "that our members support the PAID DENTAL concept."*

**BY C. RICHMOND CORLEY, JR., DDS  
President**

As a member of the Louisiana Dental Association, you can be a major player in the real development and success of the PAID DENTAL concept through your support and involvement.

PAID DENTAL plans underwritten by

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*"Paid Dental of Louisiana needs you and your staff to be knowledgeable about the handling of PAID DENTAL vouchers and claims for those insured who have the PAID DENTAL plan."*

*Dr. Corley*

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Kansas City Life now serve over 1,100 individuals in 22 plans statewide. During the period January 1990 through September 1991, the PAID DENTAL program has paid out dental benefits in the amount of \$212,786 to Louisiana dentists!

The rates and plan benefits are competitive in the marketplace. The plan is recognized by the agents doing our marketing as a quality plan.

The tools for substantial success are in place but a key element is still missing. **You as an LDA member can provide this element in a way nobody else can!**

Paid Dental of Louisiana needs your enthusiastic support in supplying potential purchaser leads for groups consisting of 10 or more employees that might consider a dental health plan either as an employer-sponsored plan or through voluntary group participation.

Paid Dental of Louisiana needs you and your staff to be knowledgeable about the handling of PAID DENTAL vouchers and claims for those insured who have the PAID DENTAL plan.

When agents market the PAID DENTAL plans, they tell potential purchasers that all members of the LDA endorse the PAID DENTAL concept and all are eligible to service the plan.

If LDA members respond negatively about PAID DENTAL to potential purchasers of the PAID DENTAL plans, or if LDA members seem uninformed to patients who present the PAID DENTAL card for treatment of dental services, we have done a great disservice to

ourselves, to the PAID DENTAL objectives and to the Louisiana Dental Association, which endorses PAID DENTAL.

Paid Dental of Louisiana, Inc. staff persons are always available and ready to serve you in PAID DENTAL matters. A call to 1-800-452-7351 (or 835-1613 in the New Orleans area) will get you the answers you need.

**Help yourself to the benefits of PAID DENTAL patients by asking PAID DENTAL staff to explain how PAID DENTAL works.** The PAID DENTAL personnel in Louisiana and at PAID DENTAL ADMINISTRATORS in Austin, Texas have all the information you may need to be successful in working for the success of this membership benefit.

**Let us join the new effort to make PAID DENTAL a success for all of us!**

### NODA Committees

## Big Brothers group ready to help

The purpose of the NODA Big Brothers committee is to assist doctors who are in their early years of practice or doctors having difficulty in certain areas by having a committee of experienced doctors to help in whatever area needed.

We can assist in practice management, treatment planning, personnel management, budget overhead control, computerization, solo or group practice direction and other areas.

The service is **FREE** and is as close as a phone call to NODA or the chairman, Dr. Joe Dongieux. This committee is new, but so far has assisted a new graduate in finding quality employment in the New Orleans area and has had a meeting of interested participants to discuss the pros and cons of computer ownership.

This is a practical, rubber-meets-the-road committee.

The next meeting is scheduled for December 5 at 7:30 p.m. at Dr. Joe Collura's office, 3939 Causeway Blvd. (Radiofone Bldg. by the Causeway Bridge). The topic will be new patient handling and treatment planning of these patients.

**Please call Dr. Collura's office at 837-9800 if you plan to attend so that we may have an estimate of how many doctors are coming.**

The committee members are as follows:

Dr. Joe Dongieux, Chairman  
Graduated Loyola N.O. 1965  
26 years in practice

Dr. Ron Liuzza  
Graduated LSUSD 1977  
14 years in practice

Dr. Darryl Byrd  
Graduated Meharry Med College 1987  
3.5 years in practice

Dr. Joe Collura  
Graduated LSUSD 1979  
12 years in practice

Dr. Duane DeLaune  
Graduated LSUSD 1988  
2 years in practice

Dr. Jimmie Gaubert  
Graduated Loyola N.O. 1964  
25 years in practice

## Mark your calendar for NODA meetings

### NOVEMBER 20, 1991

**SPECIAL AFTERNOON-DINNER MEETING**  
**"Becoming A Hardy Dentist: Moving From Stress To Success"**  
 Clifford Katz, D.D.S., Ph.D.  
 The Katz Company, Management and Organizational Consultants.  
 3:30-5:45 p.m. Seminar, 5:45-6:00 p.m. NODA Meeting, 6:00-7:00 p.m. Dinner, 7:00-9:00 p.m. Seminar  
 LSUSD, Auditorium C, Fee (Dinner Included): \$25.  
 Sponsor: Hill Dental Company

### DECEMBER 18, 1991

**"The Hygiene-Driven Practice"**  
 Dr. Peter Glaser  
**SNEAK PREVIEW: "Keeping Busy, Productive, and Profitable in the '90's"**  
 Dr. Peter Glaser and Dr. Emmett Zimmerman (See April 24, 1992)  
 7:00 p.m., LSUSD, Auditorium A.  
 Sponsor: Healthco-Auderer Dental Supply

### JANUARY 15, 1992

**"New Armamentarium in Endodontics - What's Really New?"**  
 Dr. Billie Jeansonne  
 7:00 p.m., LSUSD, Auditorium A.  
 Sponsor: First National Bank of Commerce

### FEBRUARY 19, 1992

**NEW MEMBERS WELCOME DINNER**  
 After Dinner Speaker: Mr. Donald Bollinger  
**"The Making of a Cajun Entrepreneur"**  
 6:30 p.m. Cocktails, 7:00 p.m. Dinner.  
 Masson's Restaurant, \$25 for members (Free to 1991 new members).  
 Sponsor: The Medical Protective Company

### MARCH, 1992

**PRESIDENT'S INSTALLATION DINNER**  
 DR. EMMETT ZIMMERMAN  
 Time, Date, Place, and Cost to be announced.

### APRIL 8, 1992

**NODA-LSUSD TABLE CLINIC COMPETITION**  
 7:00 p.m., Vista Shores Country Club.  
 Free Hors D'oeuvres.

### April 24, 1992

**SPECIAL ALL DAY SEMINAR**  
**"Keeping Busy, Productive, and Profitable in the '90's"**  
 Dr. Emmett Zimmerman and Dr. Peter Glaser  
 9:00 a.m. - 4:30 p.m. Luncheon Served.  
 LSUSD, Auditorium C, Fee (Lunch Included): \$25 for NODA members, \$125 for non-members.  
 Sponsor: Gilsbar, Inc.

### APRIL 24, 1992

**NODA ANNUAL CRAWFISH BOIL**  
 Entertainment and After-Dinner Dancing Music by Dan McKay and His Oldies Mobile Sound Show  
 7:00-11:00 p.m., American Legion Home, 3001 River Road at Causeway  
 \$10 per couple, FREE TO THOSE WHO MAKE RESERVATIONS.  
 Sponsor: Swift Collections, Inc.

### MAY 20, 1992

**"Bonding Systems For All Applications"**  
 Dr. Anthea Grogono  
 7:00 p.m., LSUSD, Auditorium A.  
 Sponsor: The Glapion Group

*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, George Cerniglia, Frank Herbert, David De Genova, Peggy Walsh and Duane Delaune.

### NOMINATIONS ASKED FOR HONOR DENTIST

Dr. Donald R. Toso, committee chairman, has invited nominations for the NODA Honor Dentist Award.

He said nominations should be sent to him at 4614 Veterans Blvd., Metairie, LA 70006.

The Honor Dentist Award is bestowed periodically on a dentist who has displayed especially meritorious service to the dental profession or the community at large, or both.

Nominations should be submitted in writing, signed by a NODA member, and forwarded to the chairman by December 30. The committee will meet in January and decide if an award is to be made.

Nominees must be members of NODA, LDA and ADA (active or life).

### NEW YORK MEETING

Dentists from across the U.S. and around the world will be gathering at New York City's Jacob K. Javits Convention Center to attend the 67th annual session of the Greater New York Dental Meeting, November 30-December 5, 1991.

### WESTBANK ASSISTANTS SET MEETING

The newly-formed Westbank Dental Assistants Society will hold its November meeting Tuesday, November 12 at 7 p.m. at Shoney's Restaurant on the Westbank Expressway in Gretna.

Speaker will be H. Hugh Felterman of Procter & Gamble Distributing Company. All dental assistants, front desk and hygienists are cordially invited, according to Amy Pena, CDA, president.

*Coming in December!*

## "THE HYGIENE - DRIVEN PRACTICE"

Speaker: Dr. Peter Glaser

Wednesday, December 18, 1991 • LSUSD Auditorium A

Also sneak preview: "Keeping Busy, Productive, and Profitable in the 90s," all-day seminar April 24, 1992

Refreshments, drawing for dues discount.

## DENTAL DATA

### "PAINLESS" WAY OF PAYING DUES

Are you aware of NODA's "painless" automatic bank draft program for pre-payment of NODA, LDA and ADA dues?

If you will call the Central Office at 834-6449, forms will be sent you to arrange pre-payment of your 1993 dues via automatic bank draft. (It's too late to apply for 1992).

By joining the program, you can arrange for relatively modest monthly installments for 1993 to be drawn from your bank account. Then, by December 1992, your dues for the following year will be paid in full.

### CHECK YOUR CAFFEINE COUNTS

If you're trying to cut back on caffeine consumption, here's a guide to the amount of this addictive stimulant in some common items:

- No-Doz, 2 tablets, 200 mg
- Excedrin, 2 tablets, 130 mg
- Brewed coffee, 5 oz, 100-164 mg
- Brewed tea (5 minutes), 5 oz., 67-76 mg
- Cola drinks, 12 oz, 46 mg
- Baking chocolate, 1 oz, 25-35 mg

Source: November 1991  
Ideas Unlimited

*Prosperity doth best discover vice, but adversity doth best discover virtue.*

Francis Bacon

### PAMPHLET ON DENTAL IMPLANTS

A new pamphlet available from the ADA catalog is "Dental Implants - Securing Your Smile for the Future."

Check the ADA catalog to order or contact the ADA Department of Salable Materials, ADA WATS extension 2639.

### BOWDEN CONFERENCE JAN. 10 IN BATON ROUGE

The Bowden Conference, an LDA program popular with NODA members, will be held Friday, January 10 beginning at 9 a.m. at the Crown Sterling Suites Hotel (formerly Embassy Suites) in Baton Rouge.

Dr. Roger Levin of Baltimore, considered by many to be the foremost authority on dental practice management, will conduct the day-long program.

Title of the conference is "Service with a Smile: Delivering Excellence in Dentistry."

### NEW ADA BROCHURE ON OSHA

Available by request is a new brochure on OSHA from the ADA's Division of Legal Affairs.

The brochure answers the 42 most commonly asked legal questions on the subject and provides answers geared to the dentist as an employer.

The brochure is available free of charge to members. Call 1-800-621-8099.

*"The future is something everyone reaches at the rate of 60 minutes an hour, whatever he does, whoever he is."*

C.S. Lewis



### NODA MEMBER PROVIDES DENTISTRY IN THE HOME

Dr. Joseph Shedlarski has been conducting a practice in geriatric dental care.

Through his home dental services, he has treated patients in private homes, hospital rooms, as well as nursing home settings.

Advances in both dental materials and portable equipment have made the delivery of dental health care possible in such alternative settings.

The development of glass ionomers, photopolymerizing resins, and the advent of battery-operated handpieces have con-

tributed to treatment that can make the homebound patient comfortable.

Such services can be an adjunct to a private practice but require ingenuity and logistical planning to make them work.

Dr. Shedlarski conducts his services on a referral basis from dental clinicians, physicians, and patients of record. His service has been endorsed by the Elder Advantage Program at East Jefferson Hospital.

### CHICAGO MEETING SET FOR FEB. 16-19

The 127th annual Chicago Mid-Winter Meeting, a popular event with NODA members, will be held February 16-19, 1992 at the Hyatt Regency, Marriott, Swisotel and Fairmont hotels in downtown Chicago.

The conference theme, "Discover the New World of Dentistry," refers to the 500th anniversary of the voyages of Columbus.

For information, call or write: Chicago Dental Society, 401 N. Michigan Ave., Suite 300, Chicago, Illinois 60611-4205. Phone (312) 836-7300.

### ORAL HEALTH SOURCE BOOK

The ADA has published a new Oral Health Source Book. It is a comprehensive reference guide to three big issues--Amalgam, Fluoride and HIV/Infection Control.

The NODA Central Office has a copy. Call 834-6449 if you need a copy of an article on a specific subject.

### MEMBER RETURNS FROM MILITARY

Dr. Robert Shaye, a NODA member called to active service during Operation Desert Storm, is back in civilian life after more than four months on active duty.

Dr. Shaye, a U.S. Army colonel, was stationed at Fort Polk where the dental department conducted, among other duties, 10,000 to 12,000 dental examinations.

"At Fort Polk my main function was to do demobilization dental examinations," said Dr. Shaye, who has returned to his post as director of research at LSUSD.

"Probably 10,000 to 12,000 service personnel were mobilized through Fort Polk. The bulk of these were Louisiana National Guardsmen."

Dr. Shaye was the senior ranking dentist among 35 practitioners at Fort Polk. They also performed dental care for soldiers requesting it and took care of those already stationed at Fort Polk and their dependents.

## Support the United Way



**United Way**

It's not too late to make your contribution to the United Way.

You should have received your United Way pledge card. Although the official deadline has passed, it is *not* too late to make your pledge.

You may request that your pledge or contribution be directed specifically to the Louisiana Foundation of Dentistry for the Handicapped. Simply indicate CODE 40500 on your

pledge card.

Dr. Anthea Grogono and Dr. Kenneth Schott, co-chairpersons, remind that NODA has always supported the United Way. We see poor people all around and wonder "what we can do." This is one thing we can do.

The United Way helps thousands of children, old people and the sick and handicapped. Make your pledge and send it in today.

## Dentistry walks for women's health

Dentistry was represented September 14 at the "Walk for Women's Health," a one-mile fitness walk and health fair held at Audubon Park in New Orleans.

The American Medical Association in collaboration with the American Dental Association targeted 20 major cities throughout the United States to sponsor the event as part of the Women's Health Campaign to promote better health for women and their families.

Ochsner Medical Institution was chiefly responsible for coordinating and organizing the health fair/fitness walk. Canvas bags containing medical and dental information to assist women in making choices for maintaining and improving their health were disseminated to more than 109 women registered for the health walk.

Dr. Kristi Soileau and Cindy Bishop, director of communications for the Louisiana Dental Association, were on hand to disseminate dental care materials to visitors at the health fair.

In addition to the ADA and AMA, national sponsors included Kimberly-Clark and Syntex Laboratories. Local sponsors included Ochsner, Orleans Parish Medical Society, Louisiana Dental Association, Schwegmann's, The Real Superstore, and National/Canal-Villere.

### WE WANT YOUR NEWS

Anyone knowing of any dentist who has made a significant contribution, written an article, delivered a paper, initiated or completed research, or rendered unusual public service, please call or write Dr. Kristi Soileau, 3600 Prytania St., 55 Lister Court, New Orleans, LA 70115. Phone: 899-2255.

## Dr. Matthews Named to American College

Dr. Revill J. Matthews has been awarded Fellowship in the American College of Dentists. Dr. Matthews was named at the recent annual meeting of the College in Seattle.

Dr. Matthews has served in a number of positions at NODA, including first vice president several times, director to the LDA and a member of the Board of Governors in 1978-79.

The American College of Dentists was organized in 1920. It recognizes through Fellowship those who have contributed to the advancement of the profession and humanity.

Its programs include seminars and workshops and the College conducts studies in associated areas of interest to dentistry and its service to the public.

## Dig your proud Heritage. Be a Member



**American Academy History of Dentistry**  
2400 Lakeview Avenue, Suite 406  
Chicago, Illinois 60614

### DENTMARK

DentMark is a dental marking kit that allows you to mark a denture (or any plastic item) in minutes. DentMark is especially useful in marking items (such as dentures) so ownership is always easily known.

DentMark was developed by a Louisiana dentist and can be ordered locally. Marks 50+ dentures. 1 kit - 47.90 and 2 kits - 80.84 (tax and shipping are already incl.).

DentMark 5500 Prytania Street  
Suite 311 New Orleans, LA 70115

## BULLETIN BOARD

**WANT TO PURCHASE:** Used Ritter-Vega chair any condition. Also used Autoclave, inside size at least 7 1/2 inches x 11 1/2 inches. Call 455-7744.

**FOR LEASE:** 1,500-square foot dental suite consisting of business office, 2 large operatories, private office and small lab. Equipped with central compressed air, suction and nitrous oxide. Group solo setting with completely furnished reception room. Call 486-0677.

**HYGIENIST WANTED:** For West Bank office. Contact Dr. Vance Wascom, 367-8053.

**FOR SALE:** A-Dec Cabinetry. 4 Modular Cabinets Available (2 Dr., 2 Asst.) and 1 Mobil Cart. Only 2 years old. Extremely limited use. Excellent Condition. Call 340-9207 (Day) or 391-1452 (Night).

**PRIME CBD LOCATION** - turn-key, 2-3 doctor office, available 1-1-92. Before renewing current lease or renovating present space, check this opportunity. Send inquiries to: Secure Futures, P.O. Box 8892, Metairie, LA 70011. All inquiries confidential.

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.



## 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.*

DATE	COURSE TITLE	COST
Nov. 16-22	17th Annual Comprehensive Course in Oral and Maxillofacial Surgery Review & Recent Advances	
Nov. 22-24	Comprehensive Course in Cosmetic Maxillofacial Surgery Review and Recent Advances	
Dec. 7	Radiology for Dental Auxiliaries	\$85.00
1992		
Jan. 22-26	15th Annual Comprehensive Review Course in Periodontics	
Feb. 7-8	"Comprehensive Management of Craniomandibular Patients" by Drs. Desonier, Mohamed and others. This course is designed to present a comprehensive overview of the management of acute and chronic craniomandibular pain and dysfunction patients. A participation course.	\$345.00

For information, call (504) 948-8584.

## Nominations in order for '92 - '93

Any member in good standing may submit nominations for 1992-93 NODA officers.

Nominations may be submitted to any member of the committee or may be sent to the Central Office, Suite 153, 2121 N. Causeway Blvd., Metairie, LA 70001.

Committee members are Dr. Emmett L. Zimmerman III, NODA president-elect, chairman of the Nominating Committee, Dr. Debra Arnold, board member, and Dr. Tony Miranda, Dr. Kristi Soileau and D. Joseph D. Kirn, non-board members.

Nominations should be in writing and signed by two active, life or retired members in good standing. The committee's nominations will be announced at the December general membership meeting. At that time additional nominations may be made from the floor or by vote.

The January meeting will be for debate only, if there are multiple candidates for any offices. The February general membership meeting is the election meeting. The new officers will be installed in March.



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

Officers of NODA:

Michael Robichaux - President

Emmett Zimmerman - President-Elect

Jim Gaubert - Secretary

Debra C. Arnold - Treasurer

Mona Whittington - Executive Secretary