

NODA News

MISSION STATEMENT

To establish and maintain a cohesive organization that serves to promote the art, science, and professionalism of dentistry, and to communicate the value of oral health to the community.

VOL. 35 FEBRUARY '97 NO. 2

ATTENTION!! ATTENTION!! CALLING ALL NODA MEMBERS

- TO:** A special session of the general membership at which the proposed LDA statewide dental public relations campaign will be presented.
- BY:** A.K.A., a Louisiana public relations firm, selected by the LDA board to implement the three-year project.
- DATE:** Monday, February 17, 1997.
- TIME:** 7:30 p.m.
- LOCATION:** LSUSD, Auditorium C, 4th Floor of the Administration Building.
- IMPACT:** If the membership elects to implement this campaign, it would mean an additional assessment to the LDA portion of *your* dues of approximately \$155 to \$175 per year, for the three-year project.

This is your **ONLY** opportunity to hear and comment on this proposed campaign. It is imperative that all members understand this proposed project as a vote will be taken at this meeting to determine NODA's position on this project at the LDA House of Delegates meeting in March.

If unable to attend, please contact the NODA Central Office (834-6449) for further information.

NEW MEMBERS DINNER, ELECTION MEETING

DR. CORKY WILLHITE ON SMILE DESIGN AT FEB. EVENT

BY DAVID J. HILDEBRANDT, DDS
Scientific Program Chairman

Dr. Corky Willhite will present "Smile Design: The Blueprint for Success in Cosmetic Dentistry" at the annual NODA New Members Dinner Wednesday, February 26, at 7 p.m. at the Southern Yacht Club.

Please note the change in date. Your appointment book stickers list it as the week before which is incorrect!

A cash bar will be available at 6:30 p.m. with dinner served at 7. Please make your reservations by February 19, 1997. It will also be the election meeting for new officers of NODA.

Dr. Willhite has a private practice limited to cosmetic dentistry. He is on the faculty of the LSU Comprehensive Continuum on Cosmetic Dentistry.

He has achieved accreditation in the American Academy of Cosmetic Dentistry and is a Fellow of the American Academy of General Dentistry. He is a member of the C. Edmund Kells Honor Society.

Topics to be covered by the specialist include:

- How to improve patients' self esteem and increase production.
- What is it *exactly* that makes a smile look great?
- Learn specific criteria to diagnose and treatment – plan simple or complex cases.
- Communicating the value of cosmetic dentistry to patients – powerful key phrases that motivate patients.

Members who have joined NODA in 1996

will be guests of the association. For all others the cost of a tasty dinner will be only \$25. There is plenty of free parking at the Southern Yacht Club.

Mail checks to the Central Office, 2121 N. Causeway, Ste. 153, Metairie, LA 70001.

Here is the menu:

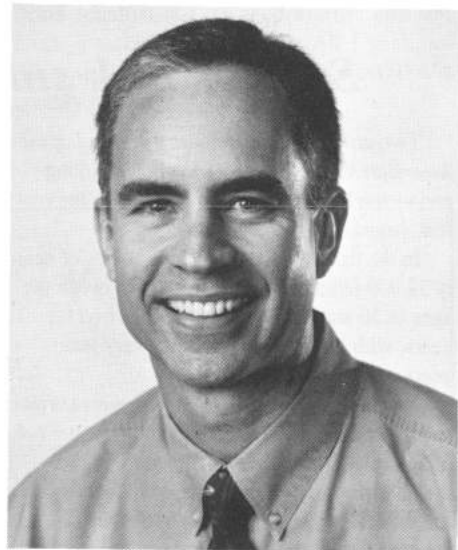
• Caesar Salad

Choice of entree –

• Red Snapper Oscar, Brabant Potatoes, Spinach Souffle or Filet Mignon, Twice-Baked Potatoes, Spinach Souffle

• Bread Pudding

Indicate your entree choice on your \$25 check.



DR. WILLHITE

The monthly drawing for the \$50 dues rebate will be held following the election. The 1997 Honor Dentist will also be announced.

Dr. Kenneth Schott has been nominated as president-elect. Nominees for other offices are Dr. Barry Goodspeed, first vice president and Dr. Guy Ribando, second vice president. Dr. Joseph Kim and Dr. Jim Gaubert continue their terms as secretary and treasurer, respectively.

Dr. Anthea Grogono holds the current office of president-elect and will assume the presidency in March. Dr. Terry Fugetta will become past president and ex officio board member.

Members of the board of governors, directors to the LSA and a delegate to the ADA will also be elected.

President's Message

by TERRY F. FUGETTA, DDS

Hello Everyone,

I hope you all had a happy and healthy holiday season. Now it's time to get back to work.

Our February general meeting will serve as our "new member" dinner with Dr. Corky Willhite as our featured speaker.

Besides a wonderful presentation entitled "Smile Design to Increase Productivity," this meeting will offer each of us a chance to welcome our new members to NODA.

Drs. Vance Wascom, Kevin Collins, and Glen Dubroc and the entire membership committee have done a great job of soliciting new members as well as retention of the present membership. Thanks guys for a job well done!

Another event of note in the near future, is the Alliance-sponsored "Dentist Day at the Leg-

islature." This is a great chance to meet our state legislators in person, and make them aware of our thoughts and feelings regarding their decisions affecting our profession.

In the past, it's been very enlightening and is usually followed by a very nice reception at the Governor's Mansion. Our initial plans are to secure a bus for our contingent to make the trip to Baton Rouge. The event is scheduled for Monday, May 19. Look for further details in *NODA News*.

Dr. Dave Hildebrandt and I are presently working on a possible C.E./golf day at Chateau Estates, probably in May. Keep your eyes and ears open for future developments.

Regards,
Terry

Studies link smoking, vision loss

Two articles in the October 9 *Journal of the American Medical Association* link smoking and vision loss, according to a report in the current *American Medical News*.

In the first study, the smoking habits of nearly 32,000 female registered nurses between the ages of 50 and 59 in 1980 were followed for 12 years, with information updated every two years.

Researchers found women who were current and past smokers had a significantly greater risk of age-related macular degeneration (AMD) than did women who never smoked, according to *AMN*. The nurses took part in the Nurses Health Study.

The second study involved more than 21,000 male physicians between the ages of 40-84 in 1982 who did not have a diagnosis of AMD at baseline, the report continued.

Researchers found those who smoked at least a pack of cigarettes a day had an increased risk of developing AMD, as did past smokers, although not as great. The physicians were part of the Physicians Health Study.

Source: ADA ONLINE, Oct. 28, 1996



PAY 1998 DUES THE EASY WAY

Wouldn't you rather pay your 1998 ADA/LDA/NODA dues in relatively small monthly installments?

We're talking about 1998 dues, not 1997 dues, which were payable in full in January.

To take the pain out of dues-paying, join NODA's Automatic Bank Draft (ABD) Program in February and a monthly amount will be automatically deducted from your checking account through the end of 1997.

Then, when January 1998 rolls around, you'll be paid in full.

For details and an ABD application, call Mona as soon as possible at 834-6449. She'll take it from there. (Join in February for 11 smaller deductions.)

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NODA News is published every month with the exception of 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, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115.

NODA News is a publication of the New Orleans Dental Assn., 2121 N. Causeway Blvd., Suite 153, Metairie, LA 70001. Phone (504) 834-6449.

ADOPT-A-SCHOOL



During Children's Dental Health Month dentists are asked to call a school near their homes or offices and offer to give a talk on dental care. For material to distribute, call the NODA Central Office at 834-6449.

NODA PROFILE

Dr. Kirn: He 'walks the hall'

Next time you attend a NODA dinner or major function, look around. All is in readiness: seating has been arranged, microphone is in place, screen and slide projector are in proper position, sightlines have been checked. Weeks before, the menu has been selected and price negotiated.

Who does all this?

Answer: Dr. Joseph Kirn, NODA's arrangements chairman, who "walks the hall" several times to be certain all of the above are in order. And still has a few tense moments.

"I wonder how many knew that five minutes before Becky Allen was due to go on at the Staff Appreciation dinner, we were at Radio Shack for a microphone extension."

But Dr. Kirn keeps his cool and his cheerful, upbeat temperament, which is one reason the Conference has chosen him year after year to preside over the Committee and VIP Suite as hospitality chairman.

Another reason for Dr. Kirn's good nature these days may be his new offices. After 30 years in the Pere Marquette building, he is now

located near the Lakefront at 101 Robert E. Lee Blvd. "where I can see people who told me they were working go by in their sailboats."

Son of a physician and cousin to a number of dentists, Dr. Kirn graduated from Jesuit High and took his undergraduate studies at the University of Southwestern Louisiana. After graduation from Loyola Dental School in 1964, he served for two years as an Air Force flight dentist at Langley AFB, Virginia.

"I rotated through all the dental specialties. It was a phenomenal experience," he recalled.

After discharge he became an associate of the late Dr. Ray Bassich in the Pere Marquette, then ranking probably next to the Maison Blanche Building as a mecca for dentists and physicians. He remained there in his own office until the building was sold recently.

Dr. Kirn, who taught endodontics as LSUSD for five years, has served NODA in a number of posts including vice president and secretary, his current office. He served for a number of years as chairman of the public relations committee. For 10 years he was active in the Conference on

the printed program committee.

Away from the office he can usually be found on his 25-foot Grady White fishing boat, the "Hey Baby," which "I can see from my office." Weekends often have him on his way to South Pass of the Mississippi River and then far out in the Gulf in search of wahoo, tuna and dolphin. It's a three and a half hour cruise, but that's not a strain for his two 200 h.p. motors. Overnight stays are spent at his camp built on a barge at South Pass. If he's not in the office or on the boat, he'll be working out in the gym or walking the aisles of a wine store.

Asked about teachers he remembers, Dr. Kirn names the late Dr. Bob Eastman, "a man of great diligence." A member of the American Association of Endodontics, Dr. Kirn says his special practice interests are endodontics and adult restoration dentistry. He gives credit to his great staff for any of his accomplishments.

Dr. Kirn is the father of two children, daughter Paige, a Georgia Tech graduate who is a mechanical and composite engineer and rocket scientist at Lockheed Martin, and son Brian, a stockbroker with Merrill Lynch, an MBA and a sponsor of some of NODA's monthly meetings.

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Some patients unable to read medical instructions

Many emergency room and clinic patients are unable to read and understand basic written medical instructions, according to an item in the March/April *Pediatric Dentistry*.

Citing *The Journal of the American Medical Association*, the item estimates 40 to 44 million U.S. adults are functionally illiterate and another 50 million are marginally literate, according to the article.

Are these people leaving doctors' offices without understanding what to do to ensure their good health?

A study in 1993 and 1994 at two urban public hospitals found the majority of patients at both sites were poor, had not health insurance and many had not finished high school.

The study found that after examining a standard appointment slip, from 20.8 percent to 31.2 percent of patients could not tell when a follow-up appointment was scheduled.

From 32.5 percent to 59.3 percent of patients were not able to determine if they were eligible for financial assistance based on their income and number of children.

Between 10.8 percent and 30 percent of patients could not read well enough to comprehend preparation instructions for an upper gastrointestinal radiographic procedure.

The authors write that an ethical problem can arise when a patient with limited reading skills has difficulty understanding an informed consent form.



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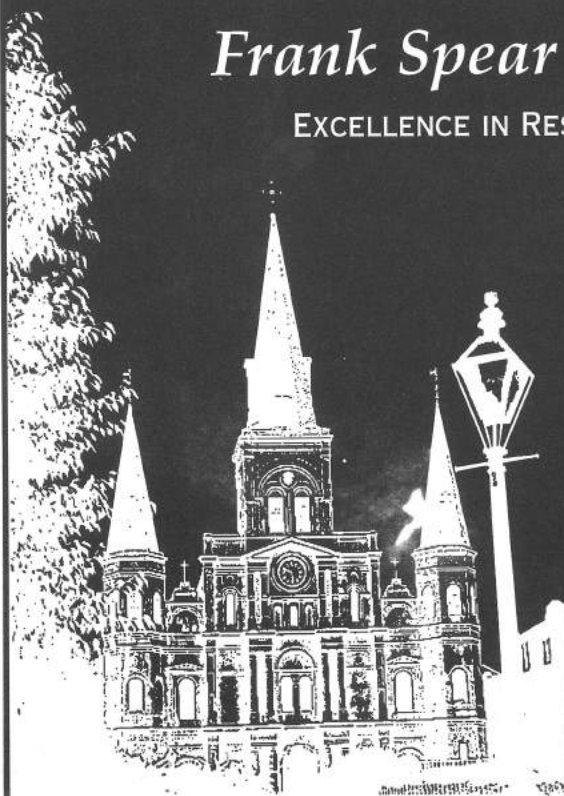
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Mail to: AACD Louisiana Chapter c/o Dr. Corky Willhite,
111 Veterans Blvd., Suite 777, Metairie, LA 70005

Mark Your Calendar

NODA GENERAL/ELECTION MEETING

New Member Dinner

Wed., Feb. 26, 1997 – Southern Yacht Club
 “Smile Designs To Increase Your
 Productivity”

Dr. Corky Willhite

(Note change of date from
 mailed schedule.)

NODA INSTALLATION DINNER

Sat., Mar. 8, 1997 – 7:00 pm
 Chateau Country Club – Kenner
 Dr. Anthea Grogono

TABLE CLINIC COMPETITION

Wed., April 9, 1997 – LSUSD – 7:00 p.m.
 Annual LSUSD/NODA Student
 Table Clinic Competition
 Dr. J. Sean Huber, Chairman

NODA GENERAL MEETING

Wed., April 16, 1997 – LSUSD – 7:00 pm
 “Traumatic Injuries”
 Dr. Eric J. Hovland, Dean, LSUSD

NODA CRAWFISH PARTY

Fri., May 16, 1997 – 7:00 pm
 American Legion Home
 RSVP Required – 834-6449

48TH ANNUAL NEW ORLEANS DENTAL CONFERENCE

Aug. 27-30, 1997
 “Tour of Excellence”
 New Orleans Hilton Riverside

Plan for more prescription information pushed

Part of a law signed by President Clinton in August could ensure that by the year 2000, 75 percent of patients receive more written safety information with prescription drugs, according to a recent report in *American Medical News*.

The requirement, contained in the appropriation for the Food and Drug Administration for the coming fiscal year, gives groups representing physicians, pharmacists, drug manufacturers and consumers until December 6 to agree on a plan to meet the 75 percent goal which increases to 95 percent by 2006, according to *AMN*.

If no agreement is reached by the groups, or if the Department of Health and Human Services rejects the plan, the FDA can impose its own plan.

AMN reports the purpose of the requirement is to improve compliance with medication regimens and reduce incidences of adverse reactions.

Source: ADA ONLINE, Oct. 22, 1996

Fat and Calories

Many of the new “fat-free,” “reduced fat” and “low-fat” foods on the market have nearly as many total calories as their higher-fat counterparts. Sometimes they have *more*.

This means you can “get fat” on “no-fat” foods.

Ignore the flashy labels on the front of packaged foods and check the Nutrition Facts on the back of packages.

Source: American Dietetic Association

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DENTAL DATA

Survey looks at what patients think about dentists

A host of "warm and fuzzy" factors continues to have a profound influence on the quality and comfort of a patient's visit, according to findings of a recent survey done by the Michigan Dental Association.

By and large, patients have selected dentists based on the recommendations of family or friends and, barring any major problems, have tended to stay with their dentist for a long time, notes an article in the November/December 1996 *Journal of the Michigan Dental Association*.

The dentist/patient relationship of the 90s, due almost universally to the growing influence of restrictive dental managed care, is becoming a less friendly affair, notes the article.

In April 1996 the MDA commissioned an independent study using focus groups to investigate the relative importance of several factors that determine whether and why patients stay with or change dentists.

Based on the results of the MDA survey, what patients want from their dentists are:

1. **Caring Attitude** – Patients want to believe their dentists care about them as people.

2. **Personal Interest and Friendly Demeanor** – Friendliness and personal interest in the patient and their family by the dentist and staff are strong influences on patient loyalty.

3. **Respect for Patients** – A recurring theme among the survey results was the desire to be treated and talked to like intelligent adults, rather than "children."

4. **Customer Service** – Ready access to care in emergencies was a powerful loyalty motivator, according to the survey findings.

5. **Attitudes Toward Children** – Survey participants noted that establishing a friendly rapport with children, both those who come for treatment and those who may accompany an adult, helps cement the relationship with both the child and the parent.

6. **Perceived Competence** – Patients who "like" their dentists also tend to believe the dentists are honest, diligent and good at their work.

The survey noted the primary reasons for changing dentists continued to be largely involuntary. Most participants who had switched dentists within the past two years had done so because they had moved or because their dentist had died or retired.

The primary reasons for contemplating a change in dentists were: location, dental plan requirements; lack of trust; lack of caring and concern; lack of warmth and friendliness; and difficulty in obtaining appointments. ■

CDC: SPREAD OF AIDS SLOWING

The Centers for Disease Control reports that the number of people with AIDS in 1995 was 62,600, an increase of 2 percent from 1994 but less than the 5 percent increase reported between 1993 and 1994, according to the Associated Press.

The growth of AIDS cases among women continued to be greater than among men, and cases among children younger than 13 dropped by 19 percent, according to the report.

Disparities emerged along racial lines, the report noted, with fewer cases continuing to be reported among whites, and more cases continuing to be reported among blacks.

Since 1981, the CDC has received 548,102 reports of AIDS in the U.S.: 462,152 among men, 78,654 among women and 7,296 children. Of those, 343,000 have died. ■
Source: ADA ONLINE 1996.

DENTAL WORKFORCE FORECAST

The number of both professionally active dentists (all dentists in dental-related occupations, including private practice) and active private practitioners (dentists in private practice) is expected to increase over the remainder of the century and through the first two decades of the next century, according to data in the ADA's Dental Manpower Model 1995-2000.

The growth is expected to be slower than that experienced during the 1980s, representing an increase of only 11.9 percent for professionally active dentists and 11.1 percent for active private practitioners for the 1995-2020 period, according to the Model. ■



Brush and Floss Each Day • Eat Nutritious Foods
• Visit Your Dentist

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NODA's Children's Dental Health Month activities underway

National Children's Dental Health Month is underway! NODA has been a local sponsor of this February event for four decades. The annual campaign was begun in Cleveland in 1941 and adopted by the ADA in 1949.

A wide range of educational projects has been launched by the NCDHM committee headed by Dr. A.C. Liles III. These include a seminar for teachers and school nurses, TV and radio spot announcements, and appearances by dentists and others in the media.

NODA members are urged to take part in the "Adopt-a-School" program under which dentists telephone a school near their homes or offices and volunteer to make a talk on lifetime dental care.

Several local businesses have joined in the areawide campaign. Kentwood Spring Water has underwritten the cost of coloring and puzzle sheets on dental care, Schwegmann's has in past years devoted a whole side of their bags, (500,000) last year to the campaign, and Winn-Dixie has used material in its grocery ads.

A full account of this year's activities will appear in next month's *NODA News*.

Smoking cessation guidelines

The following summary of the Agency for Health Care Policy and Research's guidelines on smoking cessation appeared in the October 14 *American Medical News*:

- Ask all patients about their smoking status at every visit.
- Log all smoking information in patient files.
- Patient encounters as brief as three minutes can be effective.
- Offer counseling and nicotine replacement therapies as quitting aids.
- Utilize nurses, physician assistants and other professionals to be more effective.
- Don't assume you will be paid directly for cessation efforts, since they are not covered by Medicaid and Medicare, and private coverage is sporadic.



Esthetics session is set for March 15 at Windsor Court

"Comprehensive Esthetics: Excellence in Restorative Dentistry, Periodontics and Implantology" is the title of a one-day program to be conducted by the Louisiana chapter of the American Academy of Cosmetic Dentistry Saturday, March 15 at the Westin Canal Place Hotel.

Dr. Frank Spear will be the clinician.

The program will run from 8:00 a.m. until 4:45 p.m. and will cover such areas as esthetic perio and restorative sequencing, keys to "black spaces", pontic adaptation and ridge modification, single tooth implants, and dealing with complex interdisciplinary cases.

Registration will be at 7:00 a.m. on March 15. For advance registration form and other info, please see ad on page 4 of this issue of *NODA News*.

**ADOPT-A-SCHOOL
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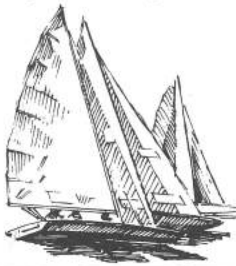
(Classified ads are \$25 each. Send ads and checks to Peggy or Devona in Dr. Kristi Soileau's office, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115.)

Dentistry, space research meet

What do dentistry and the National Aeronautics and Space Administration have in common?

Quite a bit, as was evident during a NASA Langley Research Center-Dental Industry Technology Forum at the ADA/FDI World Dental Congress in Orlando.

The purpose of the forum was to establish a dialogue between NASA and the dental industry on potential technology applications. Program topics included materials science, dental lasers, dental imaging, dental restorations and the technology transfer process and agreements.



Kristi Soileau, Editor

Suite 153
2121 N. Causeway Blvd.
Metairie, LA 70001
834-6449

Officers of NODA:
Terry Fugetta – President
Anthea Grogono, President-Elect
Joe Kirn – Secretary
Jim Gaubert – Treasurer
Mona Whittington – Executive Secretary



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	
February 21-22	“Lasers In Oral & Maxillofacial and Cosmetic Surgery” w/Drs. McMunn, et alia	14 cr. hrs.	Both Days	\$495.00
			One Day	\$375.00
March 21	“Non-Surgical Endodontics” w/Drs. Ron Lemon & Eric Hovland	07 cr. hrs.	Dentist	\$155.00
			Auxiliary	\$ 75.00
March 22	“Radiology for Dental Auxiliaries”		Auxiliary	\$ 95.00
April 4-5	“Functional Occlusion: Diagnosis & Management with Esthetic Results” w/Dr. John Kois	14 cr. hrs.	Dentist	\$465.00
			**	\$395.00
	** Discounted fee for those who participated in Dec. 13-14 course.			
April 11-13***	“Expanded Duty Dental Assistant” a/k/a/ EDDA		Auxiliary	\$369.00
	***(Originally scheduled for March 7-9.)			
May 3	“Radiology for Dental Auxiliaries”		Auxiliary	\$ 95.00
	<i>Alumni Day Presentation</i>	07 cr. hrs.		
May 23	“Great Communication = Great Production” w/Ms. Cathy Jameson		Early Bird	After April 23
			Dentist	\$155.00
			Auxiliary	\$ 75.00
				\$ 95.00
	“Comprehensive Continuum of Cosmetic Dentistry”			
	Part I	Part II	Part III	
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