



April meeting means crawfish

“Pinch da tails and suck da heads.”

Words to live by in Louisiana where crawfish is king – at least in the spring.

NODA yields to no group in its delight in our fabulous mudbugs. So for your share of crawfish and fun, come on down to the American Legion Hall on Causeway Blvd. at the river on Friday, April 17 at 7 p.m. for the annual Crawfish Extravaganza!

As always, an abundance of food, drinks and accutremments will be provided. There will be a live band, Stan & the Grooves, for dancing.

And best of all, IT’S FREE to those who call for tickets. Admission at the door is \$10 per person. So be sure to call (834-6449) by Monday, April 13 for your free tickets.

N E W O R L E A N S D E N T A L A S S O C I A T I O N

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. 36 APRIL '98 NO. 4

Conference News

Perhaps the largest, all-exhibits-in-one-place Exhibit Hall in the history of the New Orleans Dental Conference is likely to greet participants at this year’s conference September 2-5.

This is one of the advantages that come with the switch to the huge Morial Convention Center.

Already 137 booths have been reserved by dental manufacturers and service firms. The conference hopes that number will push 200 when the conference opens.

The Thursday evening Welcome Reception and Dance, always a highlight of the social program, will continue to be held at the New Orleans Hilton, which continues to be the headquarters hotel.

The popular Bucktown All-Stars, a big hit at last year’s reception, have been re-signed to perform at this year’s event.



DENTIST DAY AT THE LEGISLATURE

Join us on the NODA bus May 20

GENERAL INFORMATION: Sponsored by the LDA and the Alliance of the LDA. Dentists and their spouses are encouraged to attend. Excellent opportunity to meet our legislators “one-on-one” and lobby for our profession. The date is Wednesday, May 20.

Agenda will be basically the same as last year: Kickoff will be at 1 p.m. at the Department of Insurance building adjacent to the Capitol. There will be presentations from selected government officials, followed by one-on-one visits with our legislators.

The day will conclude with a reception at the Governor’s Mansion at about 6 p.m. (A

finalized agenda will be sent to all members by the LDA at a later date.)

NOTE: We have moved the NODA general membership meeting from May 20 to May 13 to avoid conflicting with Dentist Day at the Legislature and to enable our members to attend both important functions. **PLEASE MARK YOUR CALENDARS ACCORDINGLY.**

NODA will provide complimentary round-trip bus transportation and refreshments for our group. Please call the NODA Central Office (834-6449) **BY MAY 15** and RSVP as soon as possible to reserve your space.

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NODA PROFILE

NODA News continues a series of profiles of members of all ages and various lengths of membership in the Association. You may be next! Dentists are selected at random.

Dr. Casten: "I like to keep up with new things"

There was a time in New Orleans when the Maison Blanche building on Canal St. was a veritable mecca for dentists and physicians.

It seemed as if virtually every dentist in the city had an office there (including the famous dental x-ray pioneer Dr. C. Edmund Kells).

Dr. Peter Casten came in towards the end of that era, though he still recalls his five years as part of the Maison Blanche fraternity.

From the MB edifice Dr. Casten moved uptown to the Medical Plaza on Prytania where he and Dr. Jack Hudson shared a waiting room for their separate practices.

In 1976 Dr. Casten built his own building at 4330 Loveland St. near East Jefferson Hospital where he practices today.

A Texan by birth, Dr. Casten married a New Orleans girl, the former Kathryn Gabriel, and like so many others has become a confirmed New Orleanian.

The general practitioner grew up in Sherman, Texas and earned his BS in pharmacy at the University of Texas. But dentistry seemed to be continually on his mind, and shortly after graduation he was accepted by Washington University in St. Louis for its School of Dental Medicine.

He completed a wartime-accelerated four-year dental education in two years and eight months. As a V-12 reservist, he was immediately commissioned in the U.S. Navy Dental Corps.

After serving at the Pensacola Naval Air Station and New Orleans Naval Air Station, Dr. Casten was assigned to the Army and promptly sent to the 317th Station Hospital at Weisbaden, Germany.

After the service, he spent five years in private practice in West Texas, making the move to New Orleans in 1952.

Although he now mostly takes patients of

long standing, Dr. Casten retains his enthusiasm for dentistry. "I like working," he says.

"The new techniques and materials are marvelous," he says, adding, "I like to attend meetings and keep up with the new techniques. I find it stimulating."

The Castens like to travel. They've been to Greece three times. Both are of Greek descent, speak the language and have relatives there. As to hobbies, Dr. Casten says, "I gave up golf long ago," and adds, "I've gotten into computers. I love it." He is in the process of developing his own web page.

Dr. Peter and Kathryn, who reside in Lake-wood South, are the proud parents of four daughters with beautiful names: Phyllia, who is with American Airlines; Theodora, Dr. Casten's receptionist and business manager; Christina, a schoolteacher, now a homemaker, and Elena, also a homemaker, and two sons, Peter Jr., a physician, and Chris, a veterinarian.



Dr. Peter Casten

BOARD MAKES CHANGE IN MISSION STATEMENT

The NODA Board of Governors has made a technical change in the association's Mission Statement. The statement appears each month next to the masthead of *NODA News*.

Since the Mission Statement is part of Article II of the By-Laws, it is required that the change be published in two issues of *NODA News* (March and April) prior to formal vote by the membership at the May 13 meeting.

The revision entails changing the words "to communicate" to "by communicating." The new statement would read: "To establish and maintain a cohesive organization that serves its membership by promoting the art, science and professionalism of dentistry, and by communicating the value of oral health to the community."



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NODA News is published every month with the exception of June and August. Deadline for ads and editorial material is the 5th 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.



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Entries sought for preventive dentistry award

The ADA Council on Access, Prevention and Interprofessional Relations (CAPIR) is accepting entries for the 1998 Community Preventive Dentistry Award program. Entries must be postmarked by May 15.

The program, which recognizes significant preventive dentistry projects, is for any individual or organization responsible for creating or implementing a community program concerned with some aspect of preventive dentistry. Appropriate community activities may involve members of the dental team and include school programs, programs for special populations and high-risk groups, media public information programs and private practitioners' community education activities or treatment programs.

The award is sponsored by the ADA through the ADA Health Foundation with the support of Johnson & Johnson Professional Division, a division of Johnson & Johnson Consumer Products Inc.

For more information or to obtain an entry form, contact Jane McGinley, coordinator of CAPIR programs, using the toll-free number. Ask for Ext. 2858. Or dial direct at 1-312-440-2858.

Source: ADA ONLINE, ADA News Daily, January 14, 1998.

Mark Your Calendar

NODA CRAWFISH PARTY/DANCE

Fri., Apr. 17, 1998 - 7:00 p.m.

American Legion Home

Band - "Stan and the Grooves"

NODA GENERAL MEETING

Wed., May 13, 1998 - LSUSD - 7:00 p.m.

"Restorative Materials"

Dr. John Burgess



LSUSD TABLE CLINICS APRIL 8

NODA members are cordially invited to attend the annual Student Table Clinic competition at the LSU School of Dentistry, Wednesday, April 8.

Judging of the clinics will be held from 6 until 7 p.m. with clinics open to general viewing from 7 until 8:30 p.m. Refreshments and awarding of prizes will follow.

Dr. Timothy Delcambre is chairman of the event.

And The Answer Is...



Gordon J. Christensen

Gordon J. Christensen, D.D.S., M.S.D., Ph.D.

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WELCOME, COLLEAGUES: A large contingent of young dentists attended the annual New Member Dinner February 18 at Carlone's Restaurant. Nearly 40 new members joined the ranks of the New Orleans Dental Association during the year. (Photo by Dr. David DeGenova)

Presidents-Elect provide input to Strategic Planning Committee

(From the ADA)

At the recent President-Elect's Conference, constituent leaders were invited to provide input to help the ADA's Strategic Planning Committee stay abreast of current and emerging issues.

The top three issues, according to responding presidents-elect, are: marketplace; public awareness of dentistry; and legislation.

PARCA, state activity concerning dental hygienists and Medicaid-related matters were among the legislative issues cited. Following close behind were the rising cost of dental education and licensure issues.

The survey responses did not reveal any

notable patterns in either issue selection or the priority of issues based on geographical location or population.

More than 400 dentists, spouses and constituent staff descended on the Capitol for two days of intensive briefings and political education at the 3rd National grassroots conference.

Grassroots dentists and spouses then headed for the Hill to remind lawmakers that Americans deserve some safeguards for health care consumers, that only Congress can bring them about and that PARCA is the only bipartisan horse with a chance of winning this race.



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The ADA Seminar Series is a group of 35 educational programs and 40 dental practice experts, covering a broad array of topics in the areas of practice management and clinical dentistry.

Programs, offered as half-day and full-day courses, are available for sponsorship by state and local dental societies. Speakers and programs are chosen for their dental expertise and relevance.

New 1997-98 offerings include programs on *overhead, lasers, oral medicine, complete dentures, cosmetic dentistry, women's issues, fee-for-service dentistry, nutrition, effective communication and using the Internet.*

To ensure quality control, programs are reviewed and approved by the ADA Council on Dental Practice. With the help of speakers offering a limited number of programs at a reduced fee, coupled with Henry Schein, Inc. and Colgate-Palmolive Co. partially underwriting the series, the ADA is able to provide these programs as a tangible membership benefit.

The ADA Seminar Series is an ADA CERP Recognized Provider. For complete course descriptions and sponsorship information or to arrange for an ADA seminar, call the ADA's toll-free number, ext. 2908.

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ADA NEWS

The ADA Council on Access, Prevention and Interprofessional Relations (CAPIR) is seeking entries for the 1998 Geriatric Oral Health Care Award program. Entries must be postmarked by May 15.

The award program is for any individual or organization responsible for creating or implementing an oral health care program using unique equipment, settings or innovative modes of delivery that improves the oral health of older Americans.

The first-place award winner receives a \$2,500 check and a wall plaque. A meritorious award of \$500 also may be bestowed to another entrant.

The award is sponsored by the ADA through the ADA Health Foundation with the support of the Warner-Lambert Company Consumer Health Products Group.

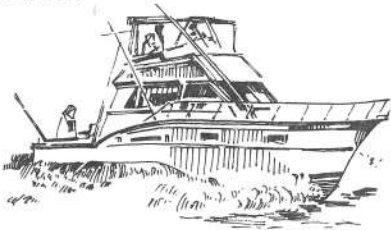
For more information or to obtain an entry form, contact Jane McGinley, coordinator of CAPIR programs, using the toll-free number. Ask for Ext. 2858. Or dial direct at 1-312-440-2858.

Source: ADA ONLINE, ADA News Daily, January 14, 1998.

Information on the proposed ADA national public awareness campaign "For Keeps," can be seen on ADA ONLINE, www.ada.org, in the Members Only content area.

The online campaign content includes audio/video versions of the TV spots, replicas of print advertisements and in-office materials, a schedule of the state presentations, explanations of the rationale for the development of the campaign, and an e-mail feedback form.

Other new online content includes pre-Annual Session scientific programs air travel information with links to web sites of United, Delta and the ADA's travel service. There's also a link with the San Francisco Chamber of Commerce.



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When you patronize our advertisers – and we hope you will – tell them you saw their ad in *NODA News*.

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Guidelines for treating after-hours emergency patients

Do you treat emergency patients after regular office hours? Cindy L. Hutcheson, CDA, CDPMA, BS, has learned from experience how best to handle after-hours emergency visits to help the patient, be fairly compensated and maintain a safe, controlled environment. She offers her guidelines in the September/October *The Dental Assistant*.

Make a decision. The dentist and team should decide not only whether they are willing to treat patients after hours but if they will limit treatment to patients of record or accept new patients. Many loyal patients begin as emergency cases that no other dentist could or would see.

Let others know. Simply advertising 24-hour emergency care could create a flood of calls you may or may not want. Specify whether you offer emergency care to your existing patients only or to the community in general.

Is it an emergency? Providing 24-hour emergency care is not the same as being open for business 24 hours a day, Hutcheson says. A true emergency, such as an accident, is usually of sudden onset. A patient with a real emergency will appear at your instruction, not attempt to dictate a convenient time.

Who is the person? Whoever takes the call should tell the person to bring a photo ID. Ask for the license plate number of the vehicle that will be driven. Explain that the police patrol the parking lot and need to be aware of the vehicle's legal presence.

Expect payment. Most dentists and physicians charge an extra fee for after-hours work. Estimate to the best of your ability what the charge will be. Accept only cash or credit card. If you cannot estimate the fee for services, instruct the patient with no credit card to bring \$100 in cash. If the charge is less, you will make change; if it is more you will bill the balance.

You have a life. Don't try to repair years of neglect at an after-hours visit. Get the patient out of pain and temporized in a satisfactory manner, then schedule a new patient visit. Explain that what you have done is temporary and stress the importance of keeping the appointment.

Protect yourself. Never treat a patient alone. An auxiliary in the office – preferably in the treatment area – will safeguard against physical harm and the potential for litigation.

Protect your patients. Arrive before the patient to make sure the parking area and door are well lighted. After the appointment, walk the patient to the car. For safety, both doctor and staff should leave at the same time.

Hutcheson points out that about half the U.S. population sees a dentist only for emergencies. Treating emergency cases can be a good way to attract new patients.

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(Classified ads are \$25 each. Send ads and checks to Dr. Kristi Soileau's office, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115.)

WE WANT YOUR NEWS

Anyone knowing of any dentist who has made a significant contribution, gained an elective or appointive office, written an article, delivered a paper, or rendered unusual public service, please call or write Dr. Kristi Soileau, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115. Phone: 899-2255.

**Continuing Education Corner**

In an effort to keep you informed about available C.E. opportunities at the LSU School of Dentistry, this area will be devoted to informational updates.

DATE	1998	COURSE / TITLE		COST
April 25		"Radiology for Dental Auxiliaries"	07 cr. hrs.	Auxiliary \$ 120.00
May 2		"Hands-on Materials Evaluation for the Modern Dentist" w/Drs. Burgess & Ripps	07 cr. hrs.	Dentist \$ 195.00 Auxiliary \$ 75.00
May 15-17		"Expanded Duty Dental Assistants" w/Dottie Austin, CDA	24 cr. hrs.	Auxiliary \$ 369.00
May 22		ALUMNI DAY PRESENTATION "Thriving Fee-for-Service in An Era of Managed Care" w/Dr. Robert L. Frazer	07 cr. hrs.	Dentist \$ 195.00 Auxiliary \$ 145.00
May 29		"Non-Surgical Endodontics: Alpha to Omega" w/Drs. Ron Lemon & Eric Hovland	07 cr. hrs.	Dentist \$ 165.00 Auxiliary \$ 85.00
June 5		"Porcelain Veneers" w/Dr. Pascal Magne	07 cr. hrs.	Dentist \$ 245.00 Auxiliary \$ 95.00
June 26-27		"Gulf Coast Potpourri" Grand Hotel - Biloxi, MS w/Drs. Robichaux, Ritchie & Tully	08 cr. hrs.	Dentist \$ 149.00 Guest \$ 95.00
June 27		"Radiology for Dental Auxiliaries" w/Drs. Thunthy & Hubar	07 cr. hrs.	Auxiliary \$ 120.00
July 17-19		"Expanded Duty Dental Assistant" w/Dottie Austin, CDA	24 cr. hrs.	Auxiliary \$ 369.00

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MILITARY TO COORDINATE DENTAL CARE

Memoranda of agreement are being finalized between the Department of Defense's Uniformed University of the Health Sciences and the Chiefs of the Army, Navy and Air Force Dental Corps to establish a Center for Oral Health Studies (COHS) at the University's Bethesda, Maryland, campus, reports the

newsletter of the American Association of Public Health Dentistry.

The three military services are moving toward standard methods of dental care delivery, requiring standard evaluation and measurement, the article notes.

NODA News

Suite 153
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Kristi Soileau, Editor

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