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You can help with Children's Dental Health Month

It's easy. Call a school near your office or home. Volunteer to give a talk on teeth and dental care. If they ask, suggest the third grade. (Some schools may combine the third and fourth grades, or even the whole school.)

Call Mona at the NODA Central Office (834-6449) and arrange to pick up a package of colorful posters on Children's Dental Health Month to leave at the school. You may know a detail man who can supply other material – sometimes even toothbrushes to give away.

If you know somebody in the Parents Club, there's another speaking opportunity.

NEW ORLEANS DENTAL ASSOCIATION

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 JANUARY '98 NO. 1

CELEBRATE NATIONAL CHILDREN'S DENTAL HEALTH MONTH

February 1998



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DR. DUMMETT TO EXPLORE 'THE PITS' JANUARY 21

BY DR. CHRIS BROWN
(and the Scientific Program Committee)

The NODA business meeting and CE lecture for this month will see the return of Dr. Clifton Dummett to the podium, for *Dummett 2, The Sequel*.

This time his lecture, "Living In The Pits," will update our knowledge on dealing with the pits and fissures of those rascal molar teeth. His presentation last year was so well received that numerous NODA members asked – no, demanded – that he come back for another lecture.

The program will be held Wednesday, January 21 at 7 p.m. in Auditorium A at LSUSD.

It is rare that the program committee has more than two dentists actually ask to attend a lecture by another dentist. This obviously speaks well of the excellence of Dr. Dummett's presentations. As you know, Dr. Dummett is a member of the faculty in the pedodontic department at LSUSD. He is a graduate of Indiana University where he earned his DDS and MSD degrees.

He is a widely traveled clinician, having presented programs to the American Academy of Pediatric Dentistry, California Dental Association, and Toronto Academy of Dentistry as well as the Chicago Mid-Winter, Hinman in Atlanta and New Orleans dental conferences.

A Diplomate of the American Board of Pediatric Dentistry, he has lectured in Costa Rica, Canada, Brazil and Mexico. Dr. Dum-

mett is on the board of trustees of the American Academy of Pediatric Dentistry.

As this lecture would be of interest to your dental hygienist, NODA members may bring their hygienists along at no extra fee. Then, during the social following the lecture, you may step up as the hero and offer to buy her one of our free drinks.

Remember, one hour in CE credit and the dues drawing are thrown to the masses after the presentation. So make that date now for Jan. 21 at LSUSD!



DR. DUMMETT

DIRECT REIMBURSEMENT

How dentists can get involved

New educational materials produced by the ADA's PINSERV have been made available to constituent and component dental societies, as well as to member dentists. These are described below:

- A 12-page, four-color brochure, entitled, "Direct Reimbursement - A Guide for the Dental Office," discusses the special role of the dental team in DR promotion. In a Q&A format, this brochure assists dentists and their staff in identifying the best DR prospects, provides suggestions for broaching the subject of DR and raises legal considerations. In addition, the brochure lists resources available to this audience and contains a glossary. Single free copies are available from the ADA, or may be ordered in bulk at 18 cents per copy.
- The Direct Reimbursement Marketing Manual, a comprehensive resource for dental societies, has been revised and updated. In a 3-ring binder format, the manual offers information about a wide range of DR marketing and PR issues. The manual is being sent free-of-charge to constituent societies and upon request to component societies.
- Two slide presentations have been created for educating audiences about the DR concept. One is intended for a dental society audience, the other for employer prospects. These presentations, which come with slides and a reading script, are available. The PowerPoint presentations also will be available on disk. Cost for these presentations has yet to be determined.

WHAT CAN DENTISTS DO?

The ADA's new brochure titled, "Direct Reimbursement - A Guide for the Dental Office," raises questions for dentists about the potential for their involvement with DR activities.

Dental societies may receive inquiries from dentists who wish to become more involved with educating employers in their communities about DR. If dentists choose to become active educators, they should be aware of the following key steps in this process:

- Become knowledgeable about DR. Develop a definition of the concept that is comfortable to convey to patients.
- Learn to identify patients who are unhappy with their current dental benefits plan. As always, support those with good plans.
- When appropriate, offer basic information about DR. This may include the ADA's brochure, "Direct Reimbursement - The Dental Benefits Plan for Smart Companies," which features a business-reply card that can be sent to the ADA for more information.
- With patients' permission, put them in contact with a qualified DR broker or benefits consultant, their state dental society, or the ADA.
- Follow up to ensure that the patients' questions have been answered and their needs met.

In addition, some dentists may want to speak to community groups, such as Kiwanis or Knights of Columbus clubs - or they may submit press releases to local publications. As always, dentists should coordinate DR promotion efforts with their local dental society and consult with available legal counsel prior to embarking upon these efforts.



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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Mark Your Calendar

NODA GENERAL MEETING
Wed., Jan. 21, 1998 - LSUSD - 7:00 p.m.
"Pedo Update"
Dr. Clifton Dummett

NODA GENERAL/ELECTION MEETING
NEW MEMBER DINNER
Wed., Feb. 18, 1998 - Carlone's Restaurant
"Posterior Cosmetics"
Dr. John Schwartz

NODA INSTALLATION DINNER
Sat., March 28, 1998 - Dr. Ken Schott
Metairie Country Club - 7:00 p.m.

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 20, 1998 - LSUSD - 7:00 p.m.
"Restorative Materials"
Dr. John Burgess

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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.

Dentist gives high marks to LSU course

LSU has a strong advocate for its "Continuum in Esthetic Dentistry" in Metairie dentist Grace Ferdinandsen.

"To study under and associate with the caliber of dentists they have and bring in for that program is a tremendous experience," says Dr. Ferdinandsen.

The young general dentist is relatively new to New Orleans-area practice but she's anything but a rookie dentist.

Following her graduation from LSUSD in 1989, she remained to spend a year in the school's Advanced Education in General Dentistry program. Then came six and a half years in the U.S. Navy where she served in the Naval Dental Corps in such places as San Diego and Long Beach, Calif. as well as the Naval Support Activity in Algiers and the Naval Air Station in Belle Chasse.

She left the service as a lieutenant in 1996 in the same week her promotion to lieutenant commander came through.

Dr. Ferdinandsen's early years were spent in Florida where she graduated from Seminole, Fla. High School. She also lived in St. Petersburg and Tampa before moving with her family to Lake Charles. She attended McNeese State University there, earning her BS in biological and environmental sciences.

Although "I loved San Diego," her Louisiana ties brought her back to New Orleans where in 1996 she bought the practice of Dr. Virginia Angelico who moved to be with her husband in Hattiesburg.

Dr. Ferdinandsen enjoyed her Navy service. "It was laid back, a little less hectic than private practice," she says.

The downside, she explained, "is that you don't get to do cosmetic dentistry, and patients are demanding that." Thus, the decision to enroll in LSU's cosmetic curriculum which she completed last January.

Dr. Ferdinandsen has a staff of three at her office at 2221 Clearview Parkway - fulltime

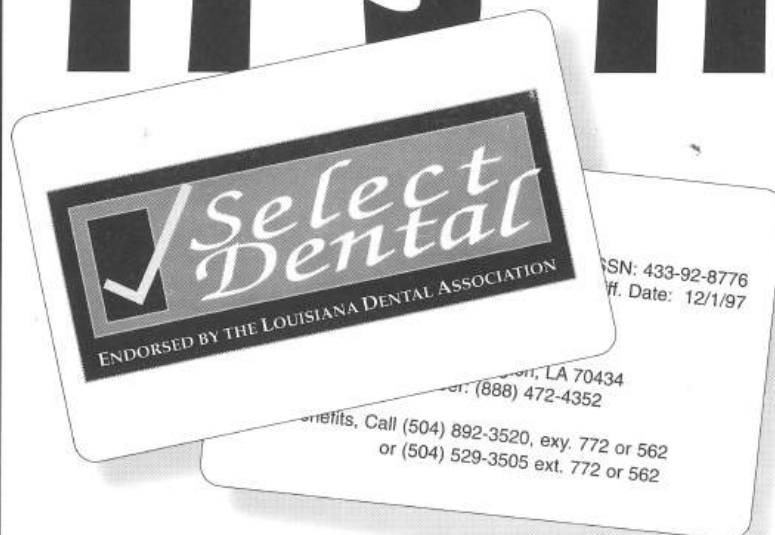
hygienist, fulltime chairside assistant and fulltime office manager.

She's a bachelor girl and says with a laugh, "I'm looking for a nice single man." Meanwhile, she resides in Harvey with her two boxers, Ginger and Brindele, and keeps a heavy schedule of community service projects with the Metairie Kiwanis Club and the YMCA, most recently working with abused children and delivering food baskets at Thanksgiving.



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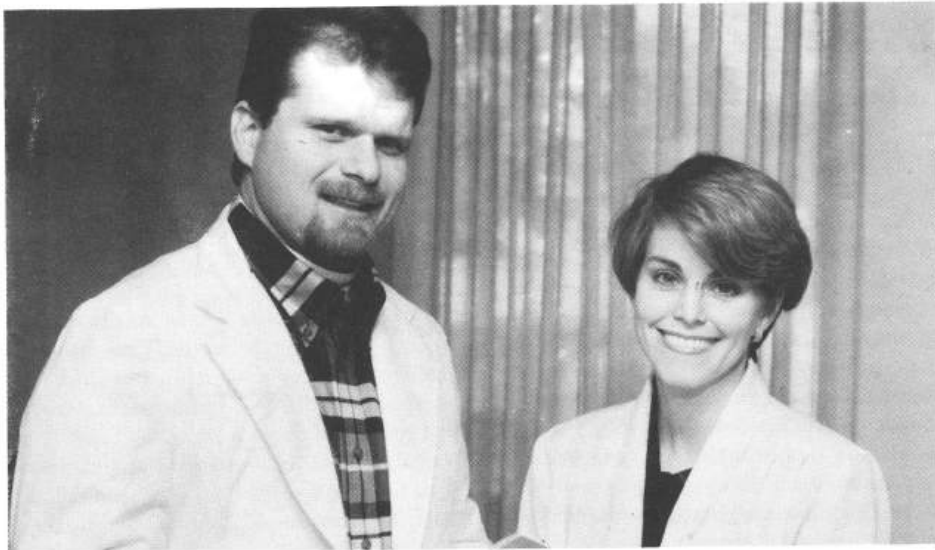
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CO-CHAIRS Dr. A.C. Liles, III and Dr. Shannon Simons check list of Children's Dental Health Month projects.

Dental Seminar for Teachers

Teachers, school nurses and day care workers are invited to a free seminar on children's dental care and problems to be held Friday, January 23 from 9 a.m. to 12 noon in Auditorium B of the LSU School of Dentistry. NODA is sponsoring the event open to public, parochial and private school personnel of Orleans and surrounding parishes. Pediatric dentistry residents from the LSU Dental School will speak on emergencies and general dental needs of children.

Opening Program Scheduled

Official opening of NODA's observance of National Children's Dental Health Month will be held Monday, February 2 at 11 a.m. at Children's Hospital, 200 Henry Clay Ave. Dental videos will be shown, Happy Tooth will be on hand to greet the youngsters, toothbrushes and dental material will be distributed. NODA members are cordially invited to attend. Refreshments will be served.

Bus Signs Tell the Story

Signs on the sides of approximately 30 city buses will urge one and all to "Celebrate National Children's Dental Health." It's another project of the NODA Committee . . . Mayor Marc Morial has been asked to issue a proclamation designating February as Children's Dental Health Month in New Orleans . . . Criminal Sheriff Charles Foti has been asked to devote the side of a large building on the Expressway to a huge painting marking the month's observance . . . He has done this on several occasions . . . Dentists and dental hygienists will appear on area television and radio programs to publicize the program . . . The NODA Committee is also purchasing time to broadcast the message of lifetime dental care, starting in the home.

Kenner Exhibit Continues

The permanent dental exhibit at the Freeport McMoRan Daily Living Science Center in Kenner's Rivertown will host a number of school groups during February . . . Patrons who attend one or more of the eight theaters at the Galleria in Metairie will also view an informational message on tooth care on the giant screens during the month . . . A number of commercial firms are considering proposals from the NODA Committee to join in promotional efforts.

Is this the dental office of future?

Imagine having a computer disk with your entire dental history, including pictures of your teeth during various stages of your life and voice recordings of your dentist's treatment recommendations.

If Arun Nayyar, D.M.D., M.S. of Augusta, Georgia, has his way, that day will come sooner rather than later for most people. Dr. Nayyar gave four presentations on "Dental Technology and the Dental Office of the Future" at the ADA annual session in Washington, D.C.

"Communication is one of the most important things for a dentist to be skilled at, and many recent and future technological innovations seek to help dentists communicate better with their patients," he said.

Dr. Nayyar envisions a dental world in which dentists transcribe treatment plans into a voice-activated computer program that translates the information onto a computer disk. This can also be combined with an intraoral camera to add pictures of the patient's condition.

The computer disk allows patients to store this information and display it on their computer so that they can be more conversant with the dentist, who has always had this information close at hand.

Dr. Nayyar is also optimistic that CD-ROMs will eventually fill a big patient education need too. "CD-ROMs can take a patient through a question-and-answer session and address issues they may have before a procedure begins," he said.

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Dr. Barsley inducted into Int'l College of Dentists



DR. BARSLEY

Dr. Robert Barsley, director of the LSU School of Dentistry department of dental health resources and professor in the department of oral diagnosis, medicine and radiology, was inducted as a fellow of the International College of Dentists at its 67th annual convocation in Washington, D.C., for his conspicuous service to the art and science of dentistry.

A faculty member of the dental school for more than 15 years, Dr. Barsley is a fellow of the American College of Dentistry and the odontology section of the American Academy of Forensic Sciences as well as a Diplomate of both the American Board of Forensic Odontol-

ogy and the American Board of Oral Medicine.

He has served as an officer in local, regional, and national dental and forensic organizations and has lectured nationally and internationally in forensic dentistry.

In 1987 he was selected as the 3rd Harry W. Bruce, Jr., legislative fellow by the American Association of Dental Schools.

The International College of Dentists, an honorary organization for the recognition of outstanding and meritorious service to the profession, has chapters in more than 80 countries and approximately 8400 members.

Officer, board nominees announced

The Nominating Committee of the New Orleans Dental Association has announced its slate of nominees for 1998-99 officers and board, according to Dr. Kenneth G. Schott, committee chairman.

Dr. Guy A. Ribando has been nominated as president-elect. Dr. Schott as president-elect will assume the presidency March 28 at the annual Installation Banquet at the Metairie Country Club.

The committee's nominations were announced to the membership at the December 10 meeting at LSU Dental School.

The election will take place at the general membership meeting and dinner for new members Wednesday, February 18 at Carlone's Restaurant, 100 N. Labarre Road in Metairie.

Nominees are:

President-Elect - Dr. Guy Ribando

First Vice President - Dr. James Roethel

Second Vice President - Dr. Barry Good-

speed

Secretary - Dr. Joseph D. Kim, '98

Treasurer - Dr. F. Thomas Giacona, '98-'99

Board of Governors:

Dr. Glenn Dubroc, Jr., '98

Dr. David Hildebrandt, '98-'99

Dr. Christopher Brown, '98-'99-'00

Directors to LDA:

Dr. Randolph Green, '98

Dr. Debra Arnold, '98-'99

Delegates to ADA:

Dr. Donald Toso, '98

Dr. O. William Reeder, Jr., '98-'99

Dr. Anthea Grogono will be a member of the Board of Governors as immediate past president.



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Facts about ADA CERP

- The American Dental Association's Continuing Education Recognition Program (ADA CERP) has been in operation since 1993. ADA CERP evaluates and approves institutions and organizations that provide continuing dental education.

- Recognizing the need to offer its members and the dental community a way to select continuing education (CE) with confidence, the ADA started CERP in conjunction with a group of organizations representing the dental profession. ADA CERP is managed by a standing committee of the Council on Dental Education that includes representatives of the American Dental Association, the American Association of Dental Examiners, the American Association of Dental Schools, the Canadian Dental Association and the organizations representing the recognized dental specialties.

- ADA CERP evaluates providers in 14 aspects of program quality. Only CE providers that can meet CERP's standards and criteria are granted CERP approval and are authorized to use the CERP logo and/or approval statement on their publications. And once approved, CE providers are held accountable for maintaining those same high standards.

- ADA CERP **does not** approve the specific courses or the credit hours that recognized providers offer.

- Currently, there are over 350 CERP-recognized providers, including approximately 100 ADA constituent and component societies, 60 dental/medical schools and 50 national dental organizations. In addition, the ADA CERP Committee has authorized CERP-recognized

ADA constituent (state) dental societies to extend approval to their component (local) societies that offer CE courses primarily for their own members.

- Of the 43 licensing jurisdictions that have currently implemented CE requirements for licensure renewal of dentists, at least 35 accept the credits offered by ADA CERP-recognized providers toward their requirements. However, each licensing jurisdiction may have additional criteria that must be met.

- CE providers that are recognized by the national ADA CERP Committee are considered approved sponsors by the Academy of General Dentistry, and their courses are accepted for credit toward the FAGD and MAGD awards.

- All CE providers in the United States and Canada are eligible for ADA CERP approval, although this national-level recognition is probably most important for providers that offer their programs in more than one state. Currently, participating providers pay a \$300 application fee and \$200 annual fee.

- ADA CERP does not maintain a registry of CE credits. CERP's role is to evaluate providers and assist state boards and other organizations that have CE requirements to identify CE providers whose activities are acceptable for credit.

- As a relatively new program, ADA CERP is still evolving to meet the needs of the profession and to improve the quality of continuing dental education.

For more information about ADA CERP, call the members' toll-free number and ask for Ext. 2869; or call (312) 440-2869; or write to ADA CERP, 211 E. Chicago Ave. Suite 1804, Chicago, IL 60611.

Find genetic marker indicating gum disease risk

For the first time, researchers have identified a genetic marker that they say increases a person's risk of developing severe gum disease by as much as sixfold, the Medical Tribune News Service reported.

Reporting their findings in the January issue of the *Journal of Clinical Periodontology*, researchers said that up to a third of the population may carry the marker, which is associated with increased inflammation, the news service indicated.

"The information may be used to develop a genetic test that would identify people at risk for gum disease," the article continued. "These people would be carefully monitored for early

signs of gum disease and advised to keep their teeth and gums particularly clean."

In the study of 134 people with mild, moderate or severe gum disease, those with the most advanced disease were most likely to carry a variant of the IL-1B gene, the article concluded.

The ADA notes that some 80 percent of the general population has a prevalence for developing periodontal disease in some capacity. The advice to keep teeth and gums clean, the Association stresses, should not be reserved for only those who have a genetic marker for gum disease.

Source: ADA ONLINE, ADA News Daily.

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Wouldn't you rather pay your 1999 ADA/LDA/NODA dues in relatively small monthly installments?

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Then, when January 1999 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 by January 10 for 12 deductions.)

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TMD links medicine, dentistry

Several studies reveal that temporomandibular disorders (TMD) and general health are associated.

Starting in 1992, Marjaana Kuttilla, DDS; Seppo Kuttilla, MD; Yrsa Le Bell, DDS, PhD; and Pentti Alanen, PhD, analyzed the relationship between need for treatment of temporomandibular disorders, sick leaves, and use of health care services in a study population of 441 adults.

The authors' findings, published in the *Journal of Orofacial Pain*, Vol. 11, No. 3, 1997, indicated these were strongly associated, suggesting that stomatognathic disorders are one link between medicine and dentistry in health care.

The study showed that subjects with TMD were on sick leave more often, visit physicians often, and use much medication, physiotherapy or massage. Limited awareness of the physician to diagnose and treat TMD often leads to unnecessary radiographs, antibiotics and pain medications.

The authors note that proper treatment for TMF patients would be referring the patient to

a stomatognathically experienced dentist to minimize suffering and total cost.

The clear association between TMD treatment need and the use of health services emphasized the necessity of comparing different treatment modalities in chronic pain conditions in the head, neck and shoulder areas, conclude the authors.

FACTS ABOUT BONES

A person's peak bone density occurs in the early 30s. Between the ages of 11 and 30, one should get as much calcium and weight-bearing exercise as possible to help make sure bones are as dense as possible at age 30.

Kids over age 10 and young adults should get between 1,200 mg. and 1,500 mg. of calcium a day. Adults between 25 and 50 should aim for at least 1,000 mg. of calcium a day (1,200 during pregnancy). One cup of nonfat milk contains 300 mg. of calcium.

Source: American College of Obstetricians and Gynecologists.

BABY BOTTLE DANGERS

The marketing of baby bottles decorated with name-brand soda pop, non-carbonated soft drinks and juice logos is a concern to health professionals who fear the logos will encourage parents to give children inappropriate beverages in baby bottles. Researchers reporting in the *Journal of Dentistry for Children* found that 53 percent of survey respondents owned baby bottles with soda, Kool-aid and/or juice logos.

MORE TEETH, MORE DISEASE?

A study of New England elders showed that those who retained higher numbers of teeth had more periodontal (gum) disease and dental cavities, and visited the dentist more often, according to a study in the *Journal of Public Health Dentistry*. This is the first time data have supported the "more teeth, more disease" theory, according to researchers of the Harvard School of Dental Medicine and the New England Research Institute, Boston.

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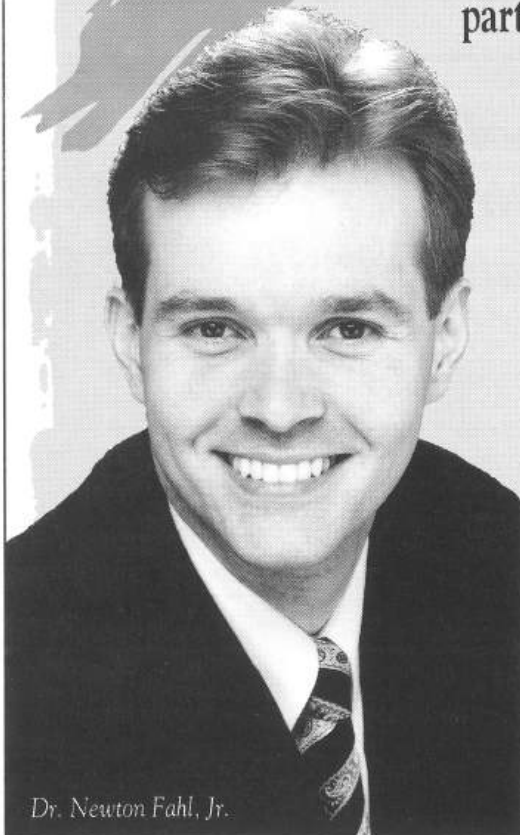
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**Continuing Education Corner**

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
January 10		"Radiology for Dental Auxiliaries"	SOLD OUT	Auxiliary \$ 120.00
January 17		"Radiology for Dental Auxiliaries"	07 cr.hrs.	Auxiliary \$ 120.00
January 16-18		"Expanded Duty Dental Assistant"	SOLD OUT	Auxiliary \$ 369.00
		w/Dottie Austin, CDA		
January 31		"Hands-on Materials Evaluation"	07 cr. hrs.	Dentist \$ 195.00
		w/Dr. John O. Burgess		Auxiliary \$ 75.00
February 4-8		"Perio Review Course"	35 cr. hrs.	5-day \$1,095.00
		Drs. Yukna, Brannon, Caudill,	21 cr. hrs.	3-day \$ 795.00
		Diel, Evans, Glick, Hutchens, MacDonald,		
		Meffert, Rapley and Wood		
February 8		"Oral Medicine" w/Dr. Michael Glick	06 cr. hrs.	Dentist \$ 165.00
		"Cosmetic Dentistry Continuum - Level I"	75 cr. hrs.	Dentist \$5,495.00
		w/Drs. Eubank, Mopper, Morley,		Auxiliary \$ 995.00
		Chiche, Lemon, Levin, et alia		
		Session I	Session II	Session III
		February 13-15	March 6-8	April 17-19
February 28		"Radiology for Dental Auxiliaries"	07 cr. hrs.	Auxiliary \$ 120.00
March 20-22		"Expanded Duty Dental Assistant"	24 cr. hrs.	Auxiliary \$ 369.00
		w/Dottie Austin, CDA		

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NODA News

Kristi Soileau, Editor

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