

# NODA News

**MISSION STATEMENT**

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.

**VOL. 37 SEPTEMBER '99 NO. 7**

# See You

# at the

# Conference

## Sept. 15, 16, 17, 18, 1999

### Conference Bits

The Saints will be out of town but you can still make football part of your big conference weekend.

Tulane (12-0 in '98) will play Army Saturday evening in the Superdome. The game starts at 5 p.m., leaving time for post-game dining and partying.

As always, audiotapes of conference lectures will be available for sale in the registration area.

Remember to join your staff, friends and classmates at the big Golden Anniversary celebration in the Exhibit Hall following Thursday morning's opening session. There will be complimentary coffee and anniversary cake. A drawing will bestow \$500 on some lucky *pre-registered* dentist.

On Thursday and Friday, September 16-17, there will be complimentary breaks from 3:30-4:00 p.m. Free beer, soft drinks and snacks.

Don't forget to obtain your course tickets for CE documentation from room monitors at each course. Louisiana State Board of Dentistry requires the stamped tickets for documentation.

For AGD members, a special form has been designed by the N.O. Dental Conference Inc. Following each listed course on the form, a space is provided to write the numerical verification code stamped on the course tickets.

AGD has approved the conference code numbers.

You don't have to interrupt your fitness program for the conference. The Hilton Riverside houses the Rivercenter Racquet and Health Club offering treadmills, Stairmasters, lifecycles, weight machines, basketball court, whirlpools, saunas and showers as well as tennis, racquetball and squash courts, indoor golf studio and massage therapy.

Passes are \$10 one day, \$18 two day, \$27 three day. They must be used on consecutive days.

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**OCTOBER 29 IS STAFF APPRECIATION NIGHT**

October 29 will be the date of NODA's 1999 Staff Appreciation Night. This is the annual occasion when members show their staffs how much they value their hard work, loyalty and service.

The place will be the same: the Bayou Barn in Crown Point, Louisiana on the West Bank. The band that everybody liked will be there again, and the food will follow the same delicious Cajun menu.

Tell your staff and plan to "Go Cajun" on Friday, October 29.

NODA NEWS accepts advertisements from a variety of sources, but makes no independent investigation or verification of any claim or statement contained in the advertisements. Inclusion of advertisements should not be interpreted as an endorsement by the New Orleans Dental Association or NODA NEWS.

**Misplace your registration form? Call 834-6449**

## President's Message

by GUY A. RIBANDO, DDS

### DENTISTRY TODAY AND TOMORROW

In recent years I have become more aware of the influences of others on our profession, in particular . . . federal and state laws. For those of us who have practiced dentistry for twenty years or more, we remember the good old days. We didn't have to wear gloves, masks or protective eye wear. We didn't have to pay a "tax" on each x-ray machine in our office; we didn't have to pay for an occupational license (1% of your gross production).

This list could go on forever and I don't have the space to write about it. I'm sure you see my point about the influence of others. My daughters have no idea what I mean since they came into practice when these laws were already in place and rightly so.

In reading the summer issue of the *LDA Journal* I came across the LDA President's Message by Dr. Gary Blanchette. Dr. Blanchette is dead on target in what he talks about. **YOU NEED TO READ HIS ARTICLE.**

With the retirement of Dr. Ralph Dauterive I became the secretary treasurer of LADPAC. LADPAC is the Political Action Committee for the LDA. It is through this committee and the LDA Legislative and Regulatory Committee that organized dentistry keeps watch on those who affect us most, namely the insurance industry and state and federal governments.

The vast majority of us practicing dentists have no idea what is happening in these three arenas on a day-to-day basis and this is where organized dentistry comes into play. We need you as members of organized dentistry because of your position in the community and your ability to influence people. We also need your financial support to help us keep a vigilant eye on those forces that would weaken our profession.

I was very surprised to learn the standing of NODA in relation to the other state components as contributors to LADPAC. On becoming sec-

retary treasurer, I sign the checks for all the money spent. I have seen where the money goes and can assure you that we are doing a great job with what we have. We have one of the most effective lobbying groups at the State Capitol. What surprised me most was that only 22 dentists from NODA contributed to LADPAC in 98/99 of 600 plus total membership. The percentages for the other components were 24% for the smallest and 44% for the largest amount. NODA's percentage was 4! We are the biggest component with the least amount of participation. Perhaps this explains some of the friction between NODA and the rest of the state components. I'm sure this is not the main issue that divides us, yet it doesn't unite us.

I ask you all to please look at your practice, your family, and your position in your community and consider the satisfaction you feel with what you have accomplished. And then I ask your help in keeping organized dentistry at least as strong as we are today for tomorrow's future of dentistry.

NODA members have a responsibility to contribute just as the rest of the state components toward keeping dentistry strong. If you wish you can send a contribution directly to the LDA office and label the check, (LADPAC DONATION - NODA).

LDA

7833 Office Park Blvd.  
Baton Rouge, LA 70809.

As your president this year, in meeting and talking with others I always make it a point to ask if you contributed to LADPAC. I would like to hear more of you NODA members say, "Yes, I have". Thank you for your careful consideration of the topic of this article.

I'm looking forward to seeing you at the 50th New Orleans Dental Conference, September 15-18.

Guy A. Ribando, DDS  
President

## Don't Miss Welcome Reception and Dance

The Bucktown All-Stars will be back for the third straight year to play for Thursday night's Welcome Reception and Dance at the New Orleans Dental Conference. The affair starts at 7:30 p.m. at the Hilton.

Featuring a four-piece horn section, this rhythm & blues band specializes in '60s Atlantic Soul made popular by Otis Redding, Wilson Pickett, and Sam & Dave, as well as '70s classics by Chicago, Stevie Wonder, and Earth, Wind and Fire.

The All-Stars also acknowledge the hometown influence of the Meters, Neville Brothers and Dr. John.

Things start quietly during cocktails (cash bar) and New Orleans cuisine (complimentary) and pick up later when the All-Stars hit their stride.

Two tickets are included with each doctor's registration.

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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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## 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.**

## The dentist and the hippo

Bippo the Hippo. Even his creator stands a bit in awe of him.

It was in 1972 that Dr. Edward L. Donaldson, Jr., a Navy dentist stationed in Guantanamo Bay, Cuba, sat down to write a story in verse to introduce children to the importance of lifetime dental care.

Little did he dream that his main character, a friendly hippopotamus named Bippo, would become:

- an emblem and presence in some 55 dental offices in 16 states and Canada.
- a character in scores of Mardi Gras parades including Bacchus.
- a sought-after star at nursery schools, kindergartens and children's parties.
- the centerpiece of a multi-faceted marketing program requiring a full-time staff to direct it.

But wait . . . This is a piece not about a hippo but about Dr. Donaldson, an imaginative and enterprising pediatric dentist who enjoys promotion but enjoys hands-on dentistry for children even more.

A New Orleans native and De La Salle graduate, he took his pre-dent studies at USL in Lafayette and graduated from the Loyola U. Dental School in 1968. Then came a residency in pediatric dentistry at the U. of Alabama.

He joined the U.S. Navy Dental Corps as the first pediatric dentist in its history and wound up at Guantanamo Bay for a two-year stint. It was there that Bippo was born.

"There was a lady at Guantanamo who was a good artist and we worked together for months to write and illustrate the book," Dr. Donaldson recalls. After unsuccessfully seeking a meeting of minds with publishers in New York, he decided to publish the book himself. Meanwhile, the pair worked on a slide presentation for office and outside use, and a costume for the larger-than-life Bippo character.

Stressing that his goal from the beginning with Bippo was "to impact not just my practice but all of dentistry by introducing dental care in a way kids would remember."

The problem is that Bippo became so big that Dr. Donaldson had to choose between the promotion and his first love, the practice of dentistry. Today he practices in his original office in New Orleans as well as offices in Slidell and Mandeville.

In addition to his main associate in pediatrics, Dr. Shelby Gebbs-Posner, Dr. Donald-



DR. DONALDSON

son has four general dentists with him and a staff of "between 45 and 50" including a number of EDDA-trained chairside assistants. The Bippo program is down to 20 dental offices. "I simply didn't have the time to talk to all the dentists enrolled," he said.

Incidentally, the full franchise arrangement includes detailed directions for conducting the program along with a wealth of tee-shirts,

stickers and other promotional items. The Bippo costume, usually donned by a staff member, costs \$1,800. "Everything is first class," says Dr. Donaldson. The doctor still employs two fulltime people for the program.

Dr. Donaldson and his wife Jackie live in Slidell. He is the father of three daughters. Margaret is a CPA; Kay is an orthodontist, who practices with her dad, and Jill is a resident in pediatric dentistry at LSUSD.

Despite his busy schedule, Dr. Donaldson still finds time for his beloved hunting and fishing. The family has a condo in Venice, at the mouth of the river, and a hunting camp in Alabama.

A member of the American Academy of Pediatric Dentistry, Dr. Donaldson sums up: "It has been a fun journey. Dentistry is a great profession. After 30 years I still enjoy going to the office. And I believe with Bippo we have made a great contribution to kids."

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## *22 LSUSD residents are awarded certificates*

The LSU School of Dentistry advanced education programs awarded 22 certificates to postdoctoral residents in its eight specialty programs. In addition, the New Orleans section of the American Association for Dental Research presented its research award to Dr. Ana Saenz for her study "Comparison of Two Crown Elongation Techniques in the Esthetic Zone."

The following received certificates in their specialties:

Advanced education general dentistry, Drs. Mohammed Al-Olyani, Ibrahim Saleh Al-Owyed, Javier Martin, M. Shawn McMoran, Johnny Starkey, Scott Wexler, and Ahmad Zamany.

Endodontics, Drs. Michael Bond and Charles Roy.

General dentistry residency, Drs. Amy Ferguson, Eva Jessup, Daniel Megison, Tao Nguyen, Scott Papa, and Luke St. Pierre.

Oral and maxillofacial surgery, Drs. Amy Brooks, Daniel Burns, Todd Tucker, and Robert Yudell.

Orthodontics, Drs. Jeffrey Backus, Michelle Fogg Neal, Christopher Frigo, and Jeffrey LeBlanc.

Pediatric dentistry, Drs. Joyce Fernandes, Amybeth Harmon, and Kimberly Patterson.

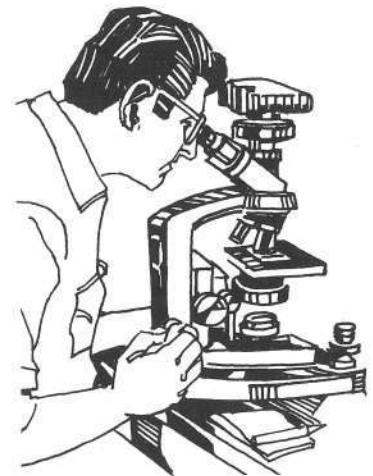
Periodontics, Drs. Kris Owens, Ana Saenz, and Jason Simmons.

Prosthodontics, Drs. Sean McCarthy and Ariel Raigrodski.

Maxillofacial prosthetics, Dr. Trakol Mekayarajjananonth.



**Dr. Ana Saenz receives from Dr. Alan Ripps, president of the New Orleans section, American Association for Dental Research, its award for 1999.**



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CONFERENCE!**

### LET US HAVE YOUR NEWS.

NODA News wants to hear from you. Have you moved your office, gained an elective or appointive office, taken an interesting trip, won an award, made a hole-in-one, landed a 10-lb. speckled trout . . . whatever.

My news: \_\_\_\_\_

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## Here's how to minimize jet lag

If you travel three time zones away, as many will do for the ADA's 1999 annual session in Hawaii in October, you'll experience jet lag. Your biological clock won't adjust for several days, reports an item in the Mayo Clinic's *Health Quest*, April 1999.

To minimize jet lag, change your behavior before, during and after you travel:

- Prepare by getting up and going to bed earlier for three days prior to an eastward trip and later for a westward one.

- Change your watch to your destination time zone when you board the plane.

- Take a flight that arrives early in the evening and, when you arrive, stay up until 10 p.m. local time. You can take a nap of two hours or less in the early afternoon of the next day.

- Don't ingest caffeine or alcohol within three to four hours before bedtime. Both can interfere with sleep.

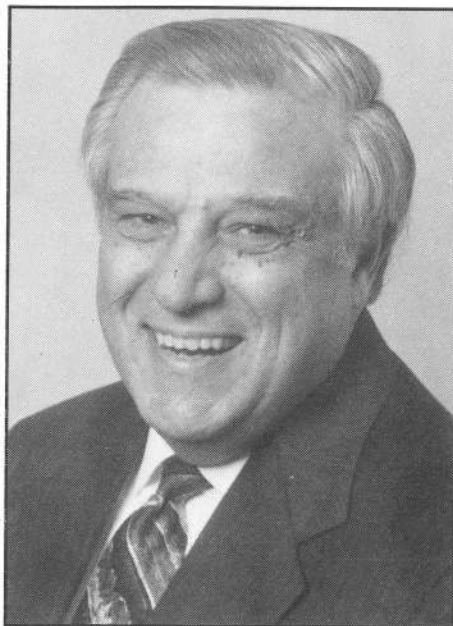
- When you arrive, eat only a snack, not a big meal.

- Use earplugs and eye shades to help you sleep.

- Get out in the sunlight or bright light as much as possible.

- If possible, stay in the same hotel or same area as on prior trips. Familiarity helps with sleep and overall orientation.

(from the ADA)



**ELECTED:** Dr. Vincent Liberto, director of continuing education and professor of clinical pediatric dentistry at LSUSD, has been elected to the board of directors of the American Academy of Cosmetic dentistry.

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THE EXHIBIT HALL is always a busy place at the New Orleans Dental Conference and this year it will be even more so. A drawing will be held for the \$500 prize for a pre-registered dentist September 16 after the Opening Session. There will be complimentary refreshment breaks daily as well as the ongoing Parade of Prizes.

## Planning underway for LDA-ADA public awareness campaign

(From the LDA)

Preliminary planning is underway for the year 2000 launch of the LDA's Public Awareness Media campaign. The campaign is tentatively scheduled to begin in the first quarter of 2000.

The terms of our agreement with the ADA state that the LDA will be allowed to air the spots produced by *Jordan Associates* for the proposed ADA national campaign that failed to pass the ADA House last year.

In addition, *Jordan Associates* will conduct approximately \$30,000 worth of focus group and survey research in Louisiana at ADA expense to evaluate the campaign's effectiveness. The only expense to the LDA will be for the purchase of media time.

Though *a.k.a. advertising* has been purchased by another advertising agency, *The Graham Group* of Lafayette, the same people will be handling the LDA's campaign planning. Current plans are for them to develop a media plan for presentation to the LDA P.R. Committee by late summer.

Representatives of the LDA, ADA and *Jordan Associates*, the ADA's advertising agency, are discussing various factors affecting the media plan with the team from *The Graham Group*.

In addition, the LDA, ADA and Jordan will soon be having creative discussions about the development of two new television spots for the campaign.

## Results of Peer Review study

Of the reported 3,354 cases of peer review initiated in 1997, about 64 percent related to quality of care, reports the *1998 National Peer Review Reporting System Survey* published by the ADA Survey Center.

The survey also found that 28.3 percent of the peer review cases related to appropriateness of care and 5.3 percent dealt with fees.

The report contains 1997 information about the structure and activities of constituent and component dental societies' peer review committees. The survey is conducted biennially to support the Council on Dental Benefit Programs' efforts to assist in developing and improving these professional review systems.

Overall, 14.3 percent of peer review cases pursued for resolution in 1997 were resolved within 30 days, and 67.3 percent were resolved within 60 days. About three-quarters were resolved within 90 days, and 91.3 percent were resolved before the end of 1997.

Of all resolved cases in 1997, almost three-quarters were resolved through mediation. The remaining cases were resolved through full committee review.

For further information or to order a copy of the report, contact the ADA Survey Center on the members' toll-free line at extension 2568.

(Source ADA ONLINE, *ADA News Daily*, May 14, 1999)

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## LDA Calendar of Events

September 11 – LDA New Dentists Conference (Game Day Seminar) – Embassy Suites, Baton Rouge, LA

September 11 – LDA Board Meeting – LDA Headquarters, Baton Rouge, LA

September 15 – Fall 1999 *LDA Journal* mail date (targeted).

September 15 – Fall 1999 *Louisiana Dental News* submissions deadline.

September 25-26 – 12th District Caucus – DFW/Hyatt, Dallas, TX.

September 30 – Winter 1999 *LDA Journal* submissions deadline.

October 2 – Committee of 100 Annual Meeting – LSUSD, New Orleans, LA

October 9-13 – ADA Annual Session – Hawaii.

October 15 – Fall 1999 *Louisiana Dental News* mail date.

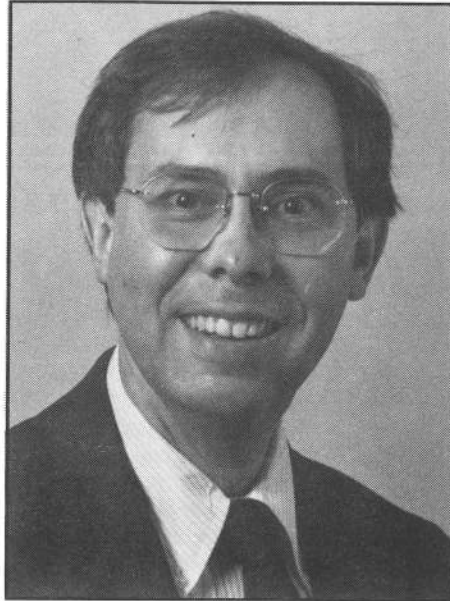
October 22 – ADA/LDA Peer Review Workshop – LDA Headquarters, Baton Rouge, LA.

October 23 – State Primary Election.

November 5-6 – Conference on Membership Recruitment & Retention – ADA, Chicago, IL.

November 15 – Membership billings mail out.

November 20 – State General Election.



**APPOINTED:** Dr. William D. Davenport, Jr., associate professor of oral pathology and associate professor of cell biology and anatomy at LSUSD, was appointed by the Joint Commission on National Board Examination of the ADA to the dental hygiene component B test construction committee, which composes the case studies section of the dental hygiene national board examination.

### CALENDAR ANNOUNCEMENT

The sixth World Biomaterials Congress & Exposition will be held at the Hilton Waikoloa Village Resort, Kamuela (Big Island), Hawaii, U.S.A.

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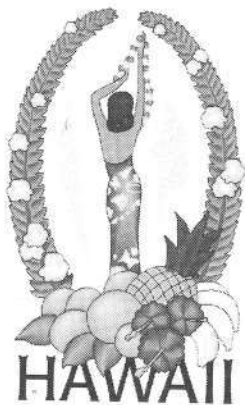
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**ASSISTANT PROFESSOR/ASSOCIATE PROFESSOR:** The Louisiana State University School of Dentistry is seeking applicants for a full-time non-tenure track position at the assistant/associate professor level in the department of general dentistry, available July 1, 1999. Primary responsibility will involve clinical teaching of predoctoral/postgraduate students in general dentistry. Applicants must possess a DDS/DMD degree from an ADA-accredited school

**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	1999	COURSE / TITLE	TUITION		
			Sept. 17-19	October 22-24	November 19-21
		"Cosmetic Dentistry Continuum Level I"	76 cr. hrs.	DDS \$5,495.00* Aux. \$ 995.00*	
		w/Drs. Eubank, Morley, Mopper, Chiche Lemon, Willhite, Burgess, Levin and Mike Bellerino, CDT		<i>*covers all three (3) Sessions</i>	
Sept. 24-25		"Functional Occlusion"	14 cr. hrs.	DDS \$ 495.00 Auxiliary \$ 170.00	
Sept. 24-26		w/Dr. John C. Kois			
Oct. 29-31		"Local Anesthesia for the Dental Hygienist"		Hygienist \$ 979.00	
Dec. 10-12		w/Drs. Wood, Leigh, and Indovina	72 cr. hrs.		
October 1		"Current Concepts In Clinical Periodontics"		DDS \$ 195.00 Hygienist \$ 95.00	
		w/Drs. Doug Dederich & Peter Birek	07 cr. hrs.	Auxiliary \$ 369.00	
Oct. 15-17		"Expanded Duty Dental Assistant" a/k/a "EDDA"			
		w/Ms. Dottie Austin	24 cr. hrs.		
October 16		"Radiology for Dental Auxiliaries"	07 cr. hrs.	Auxiliary \$ 120.00	
		w/Drs. Thunthy & Hubar			
October 29		"Infectious Diseases, Infection Control, and a Review of Chemotherapeutic Antiplaque Agents" w/Dr. Louis G. DePaola	07 cr. hrs.	DDS \$ 195.00 Auxiliary \$ 95.00	
Nov. 5		"Personal Stress Assessment and Management" w/Dr. Keith Rossein	07 cr. hrs.	DDS \$ 165.00 Auxiliary \$ 85.00	

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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.)

**NODA News**

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