

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. XXVII DECEMBER NO. 9

NODA GENERAL MEETING

**DEC. 7
AT LSUSD
7 P.M.**

1995-96 Officers Nominating Committee Report

The Nominating Committee of the New Orleans Dental Association has announced its slate of nominees for 1995-96 Officers and Board, according to Dr. Randy Green, committee chairman.

Dr. Terry Fugetta has been nominated as president-elect. Dr. Green, currently president-elect, will assume the presidency March 25, 1995 at the annual installation dinner to be held at Chateau Country Club.

The committee's nominations will again be announced at the December 7th meeting. At that time additional nominations may be made from the floor or by vote.

The January 18 meeting will be for debate only, if there are multiple candidates for any office. The election meeting will be held February 8 at Smilie's Restaurant.

The committee's nominees for other offices and positions are:

- First Vice President – Dr. Kristi Soileau
- Second Vice President – Dr. Barry Goodspeed
- Secretary ('95/'96) – Dr. Joseph Kim
- Board of Governors ('95/'96/'97) – Dr. James Roethle
- Director to LDA ('95/'96) – Dr. O. William Reeder, Jr.
- Alternate Director to LDA – Dr. Randy Green

Alternate Director to LDA – Dr. Terry Fugetta
Already elected are Dr. Debra Arnold, who will assume the office of Immediate Past President, and Dr. Sam Miano, who remains in the office of Treasurer in 1995.

At the State level, NODA supports the candidacy of Dr. Edmond Ganucheau for the office of President-Elect in 1995.

Crown and Bridge Implant Restorations

Are you hesitant to restore teeth with implants? Are you confused about the nuts and bolts of implant hardware? Would you like to see a step by step approach to some implant cases?

If so, the December NODA meeting is for you. Dr. Gerard Chiche will provide guidelines for reconstruction of anterior and posterior ceramometal restorations and will discuss options of treatment using angulated implants.

Dr. Chiche graduated from the University of Paris Dental School in 1977 and completed his Prosthodontic specialty training at Louisiana State University in 1980 where he currently serves as Full Professor of Fixed Prosthodontics. He holds membership in the American College of Dentists, the American Academy of Esthetic Dentistry, the American Academy of Crown and Bridge, the American Academy of Restorative Dentistry and the Omicron Kappa Upsilon Dental Honor Society. He is also a co-author, along with Alain Pinault, of the textbook titled *Esthetics of Ante-*



**GUEST SPEAKER
DR. GERARD CHICHE**

rior Fixed Restorative, published by Quintessence Publishing Co.

Don't miss the last meeting of the year. As usual, we will hold the \$50 free dues drawing, and if you "Bring a Bud" (who has not attended a previous meeting), you will receive an extra chance at the drawing.

The December General Meeting is sponsored by Financial Learning Systems.

LDA Regulatory Update

Based on the information sent to members in the recent LDA Regulatory Update regarding the Department of Health & Hospitals making application to the U.S. Department of Health & Human Services to obtain an 1115 medical demonstration waiver, the LDA has agreed to address this issue, at the component level, with

members who have concerns or questions. This would be accomplished through an open forum conducted by representatives of the LDA.

At the December 7th general meeting, we will poll our members for their interest in such a forum and advise accordingly.

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President's Message

I am utilizing this month's column to report on NODA's financial condition. First, I will give you some background on areas of revenue to NODA, as reported to the Board of Governors in September and October this year.

We have two types of revenue: *dues revenue*, which NODA receives \$100 of total active member dues; and *non-dues revenue*, which consists primarily of excess funds generated by the N.O. Dental Conference.

Over the past years, NODA has grown and member benefits have steadily increased. However, our dues revenues have not increased proportionately. As a result, we have come to rely heavily on the Conference funds for additional funding or non-dues revenue. This is a posture which must change. The background for this change follows below.

As you know, the ADA meeting was held in New Orleans this year. As a result, the NODC could not be held. The ADA reimbursement amount rendered to NODA was \$15,000. This amount will be applied to the '95/'96 fiscal year. To prepare an accurate budget, the Board voted to allocate conference funds to NODA for disbursement in the year *following* each conference year. The end result is that the current '94/'95 year is in a precarious financial position. Details of this position follow.

It was originally estimated that the '93 Conference would return \$25,000 in funds for the '93/'94 fiscal year. Because of the hard work of Dr. Terry Fugetta and the Conference Committee, funds to NODA of \$39,000 were realized. With the judicious budget distribution of \$25,000 during Dr. Martello's administrative

BY
DEBRA C. ARNOLD, DDS

year, \$14,000 was left. So fortunately, the \$14,000 was earmarked for this year, '94/'95.

As with most things, our expenses are ever *increasing*; but our incoming non-dues revenues are *decreasing*. This will be felt most heavily in fiscal years '94/'95 and '95/'96. This situation is further adversely impacted by lower interest rates. This means our reserve funds yield far less in interest income. In addition, as we continue to tap our reserves, this interest accrual will be even lower because the principal or base amount is smaller.

As a result, I am attempting to create more non-dues revenues for the Association – hopefully, to bring it to a “self-sustaining” basis in years to come! I am trying to have every committee think in terms of generating revenue, or at the very least, cutting expenses. **INCOME MUST EXCEED EXPENSE!** We must establish a mindset to **REPLACE every non-dues dollar spent or donated!**

With this financial picture in mind, we will have to tap our reserve funds by approximately \$38,000 this year. In '95/'96, we are looking at the same withdrawal from reserves, as non-dues revenue from the ADA reimbursement is \$15,000. By 1996, **OUR RESERVES WILL BE SEVERELY DEPLETED.**

Please be aware this financial shortfall, we has caused us to cut or decrease programs we worked hard to develop over the last few years. Hopefully, these programs can be reinstated when NODA's financial picture becomes brighter.

To resolve this financial dilemma, we have researched and acted upon changes that were member-approved nine years ago. In 1985, the Board of Governors and the general membership approved a dues increase which brought total NODA dues to \$150,000. It was decided to implement this dues increase in two stages: \$50 in 1986 and \$50 in 1987; however, with dental conference revenues increasing for a few years, it was decided to “forgive” the second stage dues increase until it was absolutely necessary.

It has now become absolutely necessary. Over the past seven years, reserves have been accessed to meet ever increasing expenses in the amount of approximately \$36,000. With the deficit projections for '94 and '95, our reserve funds will be further compromised.

It takes many years to build reserve funds. These funds are reserved to yield interest income, and to be used only for unforeseen expenditures – not regular operating expenses.

With this in mind, the Board of Governors at the October meeting voted to *implement* the second stage \$50 dues increase for ACTIVE members. You will see this \$50 increase on your 1995 membership renewal form.

In the spirit of fair play, so that all members

receiving the benefits of membership share the financial responsibility, the NODA Board of Governors passed a resolution concerning all levels of membership as follows:

RESOLVED, that the New Orleans Dental Association institute dues changes for the various membership categories, other than active members more than two full calendar years out of school, as previously read by the President. Specifically, these membership categories and dues changes are as follows:

1. First full calendar year after graduation – \$38 – (25% of NODA full active dues)
2. Second full calendar year after graduation – \$75 (50% of NODA full active dues)
3. Retired – \$38 – (25% of NODA full active dues)
4. Active Life – \$38 – (25% of NODA full active dues)
5. Retired Life – \$0 – (No change – No dues)
6. Post-Grad Student – \$30 – (Same as ADA and LDA)
7. Associate – \$100 – (Currently \$20)

In order to implement this resolution, bylaws housekeeping changes must be made with the approval of the general membership at the December NODA membership meeting.

These changes, with respect to classes of membership and involving Sections 2, 3, 4 and 5 of ARTICLE XVI, Dues and Assessments, were approved by the NODA Board of Governors at their meeting October 5th, and require amendments to the NODA bylaws for approval by the membership at the meeting, December 7. The following proposed amendments were made by addition and rewriting:

Amendment 1. Proposed amendment to Section 2 of ARTICLE XVI

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To amend: (Lines 2 and 3) Strike out the words 'twenty-five dollars (\$25) per year' and insert the words '(1/4) of the dues specified in ARTICLE XVI, Section 1'.

If amended, Section 2 will read: "The dues of the retired member of the New Orleans Dental Association shall be (1/4) of the dues specified in ARTICLE XVI, Section 1."

Amendment II. Proposed amendment to Section 3 of ARTICLE XVI

To amend: (Line 2) Strike out the words 'twenty dollars (\$20) per year' and insert in their place the words '(2/3) of the dues specified in ARTICLE XVI, Section 1'. If amended, Section 3 will read: "The dues of the associate member of the New Orleans Dental Association shall be (2/3) of the dues specified in ARTICLE XVI, Section 1."

Amendment III. Proposed amendment to Section 4 of ARTICLE XVI

To amend: (Line 1) Strike out the words 'Life, student and provisional membership in' and insert in their place the words 'Provisional and honorary members of' Then add, upon conclusion of the first sentence, "The dues of post-graduate students shall be set by the Board of Governors of the New Orleans Dental Association."

If amended, Section 4 will read: "Provisional and Honorary members of the New Orleans Dental Association shall be dues free. The dues of post-graduate students shall be set by the Board of Governors of the New Orleans Dental Association."

Amendment IV. Proposed amendment to Section 5 of ARTICLE XVI

To amend: (Line 1) Section 5 becomes Section 5a. (Lines 3 and 4) Delete the words 'and the first full calendar year after'

To amend: (Lines 6, 7 and 8) Strike out the sentence 'For the following full calendar year, New Orleans Dental Association dues shall be twenty-five (\$25) dollars.' and insert in their place the sentence 'Any reduced dues of these new members, after that time, shall be set by the Board of Governors of the New Orleans Dental Association.'

If amended, Section 5a will read: "Dentists who become members of this Association shall be exempt from payment of New Orleans Dental Association dues for the year of their graduation from dental school or completion of advanced training as specified in ARTICLE IX, Section 5a. Any reduced dues of these new members, after that time, shall be set by the Board of Governors of the New Orleans Dental Association. Thereafter, dues shall be payable

in accordance with Section 1 of this ARTICLE. These exemptions of full dues may be granted to an individual member only once and shall not apply to any dues or assessments required by the Louisiana Dental Association and the American Dental Association. Those members other than recent graduates elected to active membership in this Association after July first, except for those where membership has lapsed for failure to pay the current year's dues, shall pay one half (1/2) of the current year's dues, and those elected after October first shall pay one quarter (1/4) of the current year's dues.

Amendment V. Proposed amendment to Section 5 of ARTICLE XVI

To amend by addition of Section 5b: "Retired life members shall be dues free. Active life members shall be charged one half (1/2) of the dues specified in Section 1 of this ARTICLE."

If amended, Section 5b will read as written above.

In response to those asking about available member benefits and services, the following list describes several ways in which your dues dollars are working for you, nationally, statewide, and locally.

On the national level, the ADA is involved with federal legislative and regulatory activities, health care reform, educational resources, OSHA issues, practice management and marketing resources, and member retirement and insurance plans, to list only a few.

On the state level, LDA involvement continues in these areas: OSHA issues, CDC-nitrous oxide safety guidelines, regulation of dental referral plans and managed dental care entities, Patient Compensation Fund issues, ADDA Compliance, and LADPAC, again

to name only a few areas.

On the local level, NODA provides continuing education, at no charge, through the N.O. Dental Conference and general meeting scientific programming. In 1995 these will accrue to LA State Board CE mandates for 1996 state license renewal. NODA provides Peer Review, community public relations campaigns, NODA News and membership roster, Central Office Patient Referral, and many, many more benefits.

As you can see, by supporting organized dentistry with your membership, you are providing yourself with a professional team which includes educational specialists, legal counsel, marketing strategists, health affairs analysts, financial planners and political strategists.

In conclusion, NODA must move from a financially challenged position to one of financial solvency and stability. We can no longer afford to bury our heads in the sand on this issue or on any of the other important issues facing each of us in our profession. In numbers we have strength. We must maintain and support the organization that gives us this strength.

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DENTAL DATA

NODA TAKES TO THE AIRWAYS

Dr. Jim Roethele, chairman of the public relations committee, appeared on the Ch. 6 Morning News show in an interview on the importance of wearing mouthguards in football and other sports. Dr. Roethele has produced custom-fitted mouthguards for a number of New Orleans Saints.

Exhibiting several styles of mouthguards and their relative merits, Dr. Roethele was interviewed by co-host Julie Miller. It meant arriving at WDSU-TV at 5:45 a.m. for the 7:20 a.m. segment.

Last spring Dr. Charles McCabe, co-chairman of Senior Smile Week, did a segment on WWL-TV News on gum disease and perio. He was interviewed by Ch. 4 personality Meg Farris.

Dr. McCabe, a patient and his staff devoted an entire afternoon to the project taped at his Gretna

office. These segments were arranged by NODA's PR firm.

Dr. Debra Arnold, NODA president, was interviewed on patient-dentist communication for an article that appeared in the *Times-Picayune* of October 31.

These interviews increase awareness of the dental profession and the importance of dental health throughout the community. ■

EARLY TOOTHBRUSHES WERE LUXURY ITEMS

Toothbrushes were luxury items, not readily affordable for the general populace until the late 19th or early 20th century, according to an article in March *Today's FDA*, journal of the Florida Dental Association.

The first manufacturers of toothbrushes in the U.S. were Seth Whitney and John Adams, who in 1808 formed a society for the manufacturing of toothbrush-

es in Medfield, Massachusetts.

From the early 1800s to about 1820, silver toothbrush sets were luxury items bought by the upper classes. The sets often included a toothbrush with bristles set into a replaceable block of ivory, tooth powder and a tongue scraper.

The first American patent for a toothbrush was issued in 1857 to H. N. Wadsworth, but it was probably not until after the Civil War when the toothbrush industry began to develop.

The 1930s saw some of the most remarkable innovations in toothbrush manufacturing, including the development of the Interdental Stimulator for gums, writes Barbara E. Mattick. Even though toothbrushes were readily affordable by the 1930s, statistics indicate the majority of Americans then did not own toothbrushes. ■

FACTS OF LIFE

It Hurts to Lose – Sweating off 2 percent of your weight in water decreases athletic ability 20 percent.

No Need to Bare Arms – Having blood pressure taken bare-armed or with the cuff wrapped over a shirt or thin sweater yields practically no difference in results.

Toxins in Your Backyard – Homeowners use 10 times more chemical pesticides on their lawns per acre than farmers use on their fields.

Where there's a Pill, There's a Way – Annual number of heart-attack victims taken to hospitals who would survive if they were simply given aspirin when they got there: 8,000. (Aspirin thins blood and stops clotting.) ■

Source: *Men's Health*, May 1994

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Dentists and Attorneys

(Fourth in a series)

Because dentists are called to testify as experts in trials, or otherwise interact with attorneys, NODA News is presenting a series relating to the Inter-Professional Code for Physicians and Attorneys, State of Louisiana. Copies of the Code may be obtained by writing the La. State Bar Assn., 210 O'Keefe Ave., Ste. 600, New Orleans, LA 70112 or by calling (504) 566-1600 or in La., (800) 421-5722.

PAYMENT OF MEDICAL FEES AND FEES FOR SERVICES OF A PHYSICIAN WHEN CONSULTED BY A LAWYER

The physician is entitled to reasonable compensation for time spent in conference preparation of medical reports, and in giving of depositions and appearances in Court. These are proper and necessary items of expense in litigation involving medical questions.

The amount of the physician's fee must never be contingent upon the outcome of the case or amount of damages awarded. The fees of medical experts for depositions or court appearances in cases that are tried are fixed by the court and not by the parties to the suit.

The payment of a physician's fees for examinations, reports, research study, conferences and testimony in connection with litigation is always the obligation of the patient or the party to a court action. It is contrary to the Code of Professional Responsibility of the legal profession for a lawyer to agree with his

client to be personally responsible for such costs, as this constitutes the unethical maintaining of litigation.

However, it is not improper for the attorney, when he requests examinations, reports, or conferences to assume the payment of these charges provided the client is to reimburse him. Upon being requested to make an examination and report or confer with an attorney, the physician may ask the attorney if he will assume payment thereof and seek reimbursement from his client.

The attorney may or may not choose to assume such payment, depending upon the circumstances. The physician, after receiving the attorney's decision on assuming payment, should then decide whether or not he will make the examination and report or allow a conference. It is entirely proper for the physician to refuse to take an examination, render a report, or attend a conference if his fee is not assured.

It is often advantageous for the physician to request the patient, either directly or through his lawyer, to permit the lawyer to pay the physician's fee directly out of any recovery which may be had in a particular lawsuit. If the patient so agrees, the lawyer should obtain satisfactory authorization to make such payment directly to the physician.

The attorney should do everything possible to assure payment for services rendered by the physician for himself or his client. When the physician has not been fully paid, the attorney

should request permission of his client to pay the reasonable medical fees from any recovery which the attorney may receive in behalf of his client.

The attorney asks the physician to give substantial amounts of time in preparation for a case and to prepare detailed reports to an extent seldom known to the patient, and often when the patient is not in a position to understand either their necessity or their significance. It is the attorney's responsibility to explain these matters to his client, as they are related to the establishment of his legal rights rather than to his medical care.

While the Court sometimes sets the amount of witness fees it is suggested and regarded as acceptable practice for the attorney and physician to agree before trial or prior to medical-legal conferences on the amount of charges and it is further acceptable practice for the attorney to agree to be personally responsible to the physician for his fee.

(MORE NEXT MONTH)

Do You Need a Contract Analysis?

The Louisiana Dental Association recently submitted a provider contract from Gladstone Managed Care, Inc. to the American Dental Association for review by their contract analysis division and has received a contract analysis. The contract analysis is designed to help members make educated decisions about whether to sign a proposed contract, and to understand the legal implications of dental contracting. A copy of the contract analysis is available, upon request, to members of the Louisiana Dental Association. To request a copy, please call Ms. Cindy Bishop at the Louisiana Dental Association, 1-800-388-6642.

Retirement Planning Seminar

Financial Learning Systems will be conducting a retirement planning seminar exclusively for NODA members. The four-session seminar will cover topics including investment strategies, maximizing retirement income, minimizing taxes, and reducing estate shrinkage and transfer costs. The sessions will be held at the LSU Dental School on the following dates:

Session 1: Thursday, Jan. 19, 1995

Session 2: Thursday, Jan. 26, 1995

Session 3: Thursday, Feb. 2, 1995

Session 4: Thursday, Feb. 9, 1995

The cost per couple is \$49.95 and includes a comprehensive workbook. NODA members will be receiving more information in the mail in the coming weeks. Also, Financial Learning Systems will be present at the December 7th NODA meeting to provide an outline of the sessions. To make reservations in advance, or to receive additional information, please call Chris Noguez or Dawn Dufresne at 835-9185.

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

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, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115.

Dr. Soileau is editor and chairman of the NODA News Committee. Members are Drs. John Braud, Jr., Steven Collins, David DeGenova, Barry Goodspeed, Frank Herbert, Hector Maldonado and Wallace Serpas III.

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
January 14	"Radiology for Dental Auxiliaries"		\$ 95.00
January 13-15	"Expanded Duty Dental Assistant" a/k/a "EDDA" Ms. Dorothy Austin	Auxiliary	\$369.00
January 18-22	"Eighteenth Annual Comprehensive Review Course in Periodontics"	3-day 5-day	\$675.00 \$950.00
March 4	"Radiology for Dental Auxiliaries"	Auxiliary	\$ 95.00
April 21	Alumni Day		To Be Announced

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Kristi Soileau, Editor

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