

Dr. Gerard Chiche will speak at December 11 meeting



DR. CHICHE

**BY DAVID J. HILDEBRANDT, DDS
Scientific Program Chairman**

"Perio-Esthetic Considerations of Prosthetic Dentistry" is the title of the scientific program at the next NODA general membership meeting Wednesday, December 11 at 7:00 p.m. at the LSU School of Dentistry.

Dr. Gerard Chiche, chairman of LSU's prosthodontics department, will be our speaker.

Following the scientific program, a Christmas social will quench our holiday appetites. You may even get your first Christmas present of the season - \$50.00 in dues rebate to be given away to some lucky member.

The presentation by Dr. Chiche will discuss the most common procedures necessary to

enhance esthetic results in anterior regions. Important communications regarding the total treatment plan as well as communication with the periodontist/general dentist will be stressed in order to maximize predictability.

Special emphasis on surgical elongation for single and multiple teeth will also be discussed.

Dr. Chiche has been listed among the invited clinicians at the 70th annual Dallas Mid-Winter Dental Clinic January 16-18 at the Wyndham Anatole Hotel. Here's a chance to gain continuing education credits at the hands of this highly regarded specialist without a cent for travel or lodging.

We look forward to seeing you there. Merry Christmas!

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. 34 DECEMBER '96 NO. 10

CONFERENCE CORNER

THE NEW ORLEANS DENTAL CONFERENCE can no longer be considered just a regional meeting. Dentists and related personnel from 34 states, one more than last year, attended the 1996 event last August.

The drawing power of our conference is impressive. Believe it or not, there was a dentist present from Alaska! Other striking totals: 14 from California, 47 from Florida, 17 from Georgia, 27 from Illinois, 3 from New York, 6 from Oklahoma, 4 from Pennsylvania, 6 from Virginia, 4 from Missouri, 6 from North Carolina, 14 from Tennessee, and on and on.

Of course, the conference still does a good job of educating dentists from our neighboring states . . . 135 from Mississippi, 31 from



Alabama, 14 from Arkansas, 57 from Texas.

When one considers what it must cost a dentist to fly from California and stay three or four days in the hotel, it reminds us of the high regard held for our conference.

NEXT YEAR'S CONFERENCE is August 27-30 at the Hilton. Theme of the conference is "Tour of Excellence." Dr. Patrick Eck is chairman. Clinician for the pre-conference all-day course on Wednesday, August 27 Dr. Stephen Buchanan, noted endodontist.

ALTHOUGH THE CONFERENCE is still nine months away, a total of 102 booths in the Exhibit Hall has been sold. Dr. Ron Mancuso has been named exhibits chairman. Dr. Gabe Daroca is registration chairman, Dr. Tom McCoy is special events chairman, Dr. Jerry Williams is public relations chairman, Dr. Bob Barsley is printed program chairman, and Dr. Carol Stuckey is scientific support chairman. Dr. Ken Schott is treasurer.

SET NOMINATIONS AT DECEMBER MEETING

The Nominating Committee of NODA will announce its slate of nominees at the December general membership meeting at LSU Dental School.

At that time additional nominations may be made from the floor or by vote. Dr. Anthea Grogono, NODA's president-elect, is chairman of the Nominating Committee.

The February 19 general membership meeting is the official election meeting. Officers for 1997-98 will be formally installed at the March 8 Installation Dinner at the Chateau Golf and Country Club.

Merry Christmas



President's Message

by TERRY F. FUGETTA, DDS

Hello Everyone,

It is hard to believe that Christmas is almost upon us and very shortly we will be entering a new year.

With each new year comes membership renewal. Very shortly, every NODA member will be receiving a renewal form and 1997 dues statement. Membership retention, in light of the many important and troublesome issues facing dentistry today, is vital to our association. In numbers we have strength.

Forms should be received the first week of December and dues are due January 1. As always, to maintain membership, payment should be made by March 31. **If you have not received your forms by December 15, please**

contact Mona Whittington at the Central Office at 843-6449. It is very important that forms be completed in their entirety, *signed*, and mailed back to the NODA office with respective dues.

Returning your form by March 31 insures your listing in the 1997 NODA roster. (The Central Office suggests you make a copy of your completed form to retain for your files.)

Now for the "good news" and "bad news." The ADA recently rescinded a former \$55.00 assessment for renovation of headquarters in Chicago - "good news"; but then added a \$25.00 assessment, per member, to fund a national marketing campaign on Dentist Reimbursement - "bad news". This action, at the ADA level, effectively *reduces* total active

dues by \$30.00 from \$756.00 to \$716.00. LDA and NODA dues will remain the same.

Dr. Vance Wascom, and Dr. Kevin Collins, who recently attended a membership retention seminar at ADA headquarters in Chicago, and our entire membership committee, did a magnificent job of rounding up our "stray" members and bringing them back to the fold - but they could use some help. If you have a colleague who has, in the past, left NODA or maybe has never been a member, take it upon yourselves to contact them - invite them back or to a meeting to see what we are all about.

Get Active - Get Involved!

In closing, I would like to take this opportunity, on behalf of all NODA officers, committees, and staff, to wish each and everyone of you a very safe and happy holiday season.

Merry Christmas Everyone!

Terry



Mark Your Calendar

NODA GENERAL MEETING

Wed., Dec. 11, 1996 - LSUSD - 7:00 pm
Prosthetic Dentistry
Dr. Gerard J. Chiche

NODA GENERAL MEETING

Jan. 15, 1997 - LSUSD - 7:00 pm
"Implant Prosthetics"
Dr. Wayne Caswell

NODA GENERAL/ELECTION MEETING

New Member Dinner
Wed., Feb. 19, 1997 - Southern Yacht Club
"Smile Designs To Increase Your Productivity"
Dr. Corky Willhite

NODA INSTALLATION DINNER

Sat., Mar. 8, 1997 - 7:00 pm

Chateau Country Club - Kenner
Dr. Anthea Grogono

NODA GENERAL MEETING

Wed., April 16, 1997 - LSUSD - 7:00 pm
"Traumatic Injuries"
Dr. Eric J. Hovland, Dean, LSUSD

NODA CRAWFISH PARTY

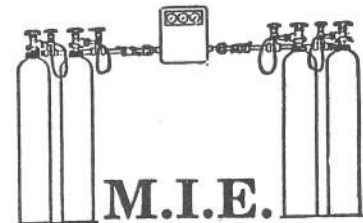
Fri., May 16, 1997 - 7:00 pm
American Legion Home
RSVP Required - 834-6449

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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.

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NODA PROFILE

Dr. Schof: Art leads to dentistry

People choose their life's work for a variety of reasons. Dr. Charles A. Schof, Jr. of Mandeville saw in dentistry a chance to combine his interest in the arts with a career in working with people.

"I was very much into drawing, model building and so forth," recalls the 27-year-old NODA member. "I thought dentistry would give me the opportunity to exercise those skills while helping patients."

Perhaps this is why cosmetic dentistry remains a vital interest of the young practitioner. "We try to emphasize excellence, preventive dentistry and cosmetic dentistry," he explains.

The intraoral camera plays a big role in Dr. Schof's office. "I wouldn't want to practice without it. It's great for patient education. We don't sell dentistry. We offer education and discuss the various treatment options. Once educated, they make the best decisions."

After graduation from Brother Martin High, Dr. Schof took his pre-dental studies at LSU in Baton Rouge and UNO. Entering LSUSD in

1990, he earned his DDS in 1994.

He served as an associate in the Mandeville office of Dr. Thomas Danos and recently purchased the practice of Dr. Danos, who has semi-retired. In the office at 4404 Highway 22, Dr. Schof employs six staff members, one full- and one part-time assistant, two hygienists and two front office staffers.

"The practice is doing very well," he says. Dr. Schof is working toward accreditation by the American Academy of Cosmetic Dentistry.

The Mandeville dentist recalls fondly his association with Dr. Keith DeJong of River Ridge. "He was a mentor and a big influence on me. I learned a lot from him and gained a great friend in the bargain," Dr. Schof said.

Dr. Schof is married to the former Jolie St. Germain, a dental hygienist who practices in Metairie. The couple lives in Metairie but plans to move to the North Shore where he hopes to have time for his newly acquired interest in golf.

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DENTAL DATA

RESEARCH: ADA DIRECT REIMBURSEMENT CAMPAIGN HIGHLY EFFECTIVE

Research on the ADA's direct reimbursement advertising campaign this past summer indicates it was successful in both increasing awareness of direct reimbursement in the business community and in generating inquiries, according to Dr. Albert Guay, ADA associate executive director, Division of General Practice.

As of September 12, the ADA had received a total of 501 calls to its special 800 telephone number for more information on direct reimbursement, with 291 of those calls requesting cost projections for their companies and 210 requesting the interactive disk.

The ADA's DR campaign was extended to the Internet in June, with the posting to ADA ONLINE of "Direct Reimbursement: The Dental Benefits Plan for Smart Companies." This area has been accessed 1,329 times since June; the interactive disk and an animated graphic version of the disk have been downloaded 351 times. ■
Source: ADA ONLINE, Sept. 27, 1996

CONFIDENTIALITY BETWEEN DENTISTS AND ADOLESCENT PATIENTS

Doctor-patient confidentiality is a duty dating to the days of Hippocrates. Besides ethical restrictions, laws govern release of information in patients' records.

At times, issues of provider-adolescent confidentiality are poorly defined in law and ethics, write Gary T. Chiodo, DMD, and Susan W. Tolle, MD in *Brushup*, newsletter of the Minneapolis District Dental Society.

On one side of the issue, the authors say, many providers and

adolescents insist that confidentiality of medical information is a basic right and is essential in delivery of quality care.

On the other hand, many parents say that since they're responsible for the acts of their minor children, pay debts incurred by them and have better judgment than their children, they (the parents) have the right to know what adolescent children confide to health care providers.

Chiodo and Tolle remind health care providers that the legal definitions of "minor" and "adolescent" vary among states. Also, they say, all states have laws defining who may consent to medical care and at what age parental consent is no longer needed.

Certain states extend special rights of consent to minors requesting services related to pregnancy, contraception, sexually transmitted diseases, mental health and substance abuse. ■

MONEY: Federal entitlements – Medicare, Medicaid, Social Security, Veteran's Benefits, etc. – are received by 49 percent of American families. ■

Source: U.S. Congressional Budget Office

LA. FOURTH IN ORAL CANCER DEATHS

The following statistics on oral cancer from the Centers for Disease Control and Prevention appeared in the September 9 issue of *American Medical News*:

- The annual incidence of oral/pharyngeal cancers in U.S. males is 15.7 per 100,000; for women, 6.0.

- States with the highest mortality rates are Alaska (4.1 per 100,000), Delaware (4.1), South Carolina (4.0) and Louisiana (3.7).

- States with the lowest mortality rates are Arkansas (2.2), Idaho (2.1), Wyoming (1.8),

South Dakota (1.7) and Utah (1.3).

The District of Columbia had a mortality rate of 6.8 more than twice the total national rate of 3.0. ■

Source: ADA ONLINE, Sept. 18, 1996

THE ABCs OF COMPUTER EMBEZZLEMENT

Bob Schulhof, who has been involved in management of dental practices for more than 20 years, believes that more than half of seasoned practices have suffered from significant embezzlement.

In the July 1996 *American Journal of Orthodontics and Dentofacial Orthopedics*, Schulhof says the greater use of computers for billing is a reason for the increase in embezzlement because the doctor may not understand the computer programs as well as a one-write ledger system.

Although embezzlement in most practices is as simple as A,B,C, the prevention of embezzlement is that simple, too, writes Schulhof. He makes three recommendations:

- Separate financial functions. One person takes the money and logs it in; another posts all charges, credits and sends statements.
- Compare bank deposits with computer totals.
- Require justification of all credits and do spot checks.

He recommends occasionally questioning payables and what each vendor provides. He says taking these steps would stop about 90 percent of all embezzlements.

Using his recommendations, he says, should take about 30 minutes each month, time well spent if you're spared the trauma of learning how much money you could have saved. ■

ADA SENDS STATEMENT TO DNC, RNS

The ADA submitted a written platform statement in July to the Democratic and Republican National Committees. The statement, also submitted to both parties' Health Policy Committees, reflects the ADA's goals and concerns on a range of policy issues.

Citing dentistry's unique role in overall health care and its emphasis on primary care, prevention, cost-effectiveness and quality, ADA President Dr. William S. TenPas urged the national committees "to empower individuals to become responsible, informed consumers" to ensure continued access to care.

"The ADA urges you to adopt positions that ensure that consumers have the freedom and information they need to make informed health care choices," TenPas said in a cover letter accompanying the platform statement.

"People need information about what they are purchasing – in plain English – and the freedom to select the health professionals they believe best suited to treat them."

Empowering the health care consumer "is a simple but profound concept that will keep America's health care quality high," TenPas said.

The two-page platform statement and an eight-page attachment detailing the ADA's positions on several issues were distributed to state dental societies and appear in their entirety on ADA ONLINE (<http://www.ada.org>). ■

CRASHES – 43 percent of fatal vehicle deaths on U.S. roads are still alcohol-related, although alcohol-related traffic deaths have declined nearly 21 percent in the past decade. ■

Source: Allstate Insurance Company

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Endo grants to LSUSD residents

CANDIDATES SOUGHT FOR CONFERENCE POST

The New Orleans Dental Conference is beginning a preliminary search for a new executive director.

This person may serve an apprenticeship as assistant executive director for a period of 2-3 years.

Anyone who feels he or she might be interested in learning more about this position should contact Dr. Tom Giacona at 833-3200.

The American Association of Endodontics Foundation has awarded grants to four LSUSD residents in the advanced education program in endodontics.

Dr. Brian Bohning received funding for "Evaluation of Critical Size Lesions in Rat Calvaria: With and Without Guided Tissue Regeneration"; Dr. Jon Dean for "Evaluation of a New Carbon-fiber Post System"; Dr. Blair Johnson for "Beta-hemolytic Streptococci in Apical Periodontitis, Advanced Periodontitis, and Peri Implantitis", and Dr. Anthony Rainwater for "Ferri Sulfate: Effects of Microleakage on Root End Preparations."

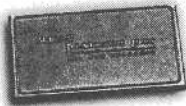
Team dentist is recommended

Many coaches and others involved with sports recommend a team dentist, a general dentist to treat orofacial injuries, according to an article in the August *Today's FDA*, journal of the Florida Dental Association.

The article enumerates some of the many responsibilities of a team dentist: diagnosing and treating orofacial injuries as they occur; advising players about sports injuries, dental treatment and adequate protection; teaching first-aid treatment for dental injuries to trainers, coaches and players.

A team dentist should also refer athletes to family dentists to eliminate caries and gingivitis before fabricating mouthguards, since these conditions can be exacerbated by use of a mouthguard.

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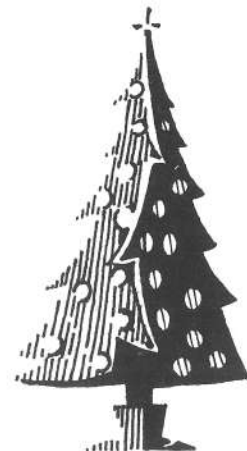
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Anyone knowing of any dentist who has made a significant contribution, gained an elective or appointive office, written an article, delivered a paper, or rendered unusual public service, please call or write Dr. Kristi Soileau, 2820 Napoleon Ave.,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

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MARATHON MAN

Reflections on the Dentist's life

Nevin Zablotsky, DMD

(Editor, Vermont State Dental Society Newsletter)

The year was 490 B.C. The place, Marathon, a coastal plain in Greece. The Athenians were bracing for the onslaught of the Persian empire under King Darius I. As a fleet of 200 ships bore down on the Greek coastline, the Athenian general Miltiades anxiously awaited reinforcements from Sparta. With only 600 extra soldiers coming to his aid, it seemed that the Greeks would be defeated and the course of western civilization would be irreversibly altered. Overcoming great odds, the Athenians were able to defeat the Persians. General Miltiades sent one of his soldiers, Pheidippides, from Marathon to Athens to let them know of his victory. Running as fast as he could, the brave soldier covered the 25-plus mile distance and dropped dead after giving his report.

Last month, after 38 years of practicing general dentistry, a good friend and colleague of mine retired. He made dentistry an art form, and never failed to stay current with techniques as they continually changed. He wrote articles, gave table clinics, and maintained an enthusiasm for dentistry which truly humbles me. As I finish my 20th year practicing periodontics, I think of my friend, and thoughts of Pheidippides come to me. How do we dentists go the distance, year after year, matching that first Marathoner's miles with years of our lives? Certainly we all want to give our best effort each day, but none of us wants to "drop" at the end our careers, handpiece in hand.

As you drive in to the office each day, which aspects of your work energize you, and which turn your hair prematurely gray? First, let's think of the sustaining and empowering influences. In the past few years I've incorporated regenerative procedures with Goretex membranes to help recreate lost attachment and bone levels. Initially, I was reluctant to take a course in this technique. I resented the time away from home and I questioned the technique's validity. I think what bothered me most was a fear that I would not be able to perform this procedure well, and this discomforting feeling probably was at the heart of my resentment. With the encouragement of two of my periodontal colleagues, I took the course, had my share of frustrations in mastering the technique, but now have a skill from which my

patients and I derive great satisfaction.

Continuing education is one of the keys to keeping the enthusiasm going. General dentistry is being blessed with many new concepts and procedures. Glass ionomer resins bond to teeth, release fluoride and have excellent strength and esthetics. Amalgam bonding agents seal and desensitize dentin while bonding to tooth structure. Arguably the biggest recent innovation in restorative dentistry is the use of osseointegrated implants. Many patients are benefitting from this procedure.

Another ingredient in maintaining the desire to return to work each day is the rapport and

you with vast and varied amounts of information. As the years pass, their lives and yours intertwine, and they become like family.

An additional area of importance is the sharing of thoughts with your colleagues. Dentistry can be a very lonely profession. It is emotionally and physically exhausting. By comparing notes, we not only learn how to be better dentists, but we realize that the problems we encounter are not unique. The negative facets of our profession are fairly universal. The patient or staff member who appreciates nothing that you do for them. The person who resents your fees and refuses to pay them.

Surely there is life after dentistry, but the secrets to sustaining oneself in one's career may very well be related to what comes later. My friend who is now retiring from dentistry had maintained an active love of photography. What started out many years ago as a hobby to help reduce the stresses of his profession, gradually became a part-time vocation. He has had his photographs published in various well-known magazines and calendars. The sources of satisfaction we nurture outside of our practices can then fill the voids created by our retirement.

So remember Pheidippides the next time you say to yourself that you've about had it with your dental career. Marathons are long races, and if not well planned and paced, can be hazardous to your health.

Reprinted with permission, Vermont State Dental Society Newsletter, January 1996, Nevin Zablotsky, DMD, editor.

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CE IN ROME: Participants in LSUSD's continuing education course in Rome pause outside Calvary Hospital which houses a dental clinic. From left, front row, are Dr. Louis Grush, Dr. Andrea Pilloni of Rome, clinician; Ms. Daisy Casignia, clinic administrator; Dr. Guy Favolora, Dr. Steve Russell. Back row: Dr. Sam Cefalu, Dr. Jim Langley, Dr. Jerry Williams, Dr. Jim Kiser. The young lady and gentleman at far right are clinic staff members.



PICTURE FROM THE PAST: Is the South rising again? No, it was just a photo from the ADA to promote the 1980 annual meeting in New Orleans. The Rebels are Dr. Vince Liberto, seated; Dr. Milford Kathmann, left; Dr. Frank Herbert, center, and the late Dr. Loyola Roeling.

Keep Christ In Your Christmas

What is Christmas if not the celebration of the birth of Jesus Christ!

Prayer and thanks to God are the essentials of this time of love, joy and peace.

May yours be a true observance of Christmas in your family, in your office



(by appropriate decorations), in your greeting cards and in your relationships with friends and patients.

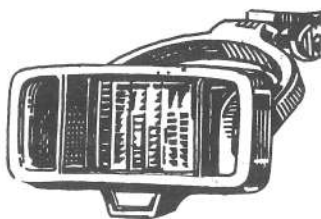
Among dentists serving on the "Keep Christ in Christmas" Committee:

Dr. John J. Colomb, Jr., Dr. John J. Colomb III, Dr. Ernest C. Cook, Jr., Dr. Dan S. Lehon, Dr. Alvin W. Nolan, Dr. Kenneth G. Schott.

CIGAR SMOKING

Cigar smoking has become very fashionable. But in a recent column, *New York Times* health writer Jane E. Brody said, "While smoking cigars may not be quite as deadly as cigarettes, which are more often inhaled, there is no question that cigars can cause cancer and other deadly diseases, even if the smoke is not inhaled."

Brody noted that cigar smoking causes cancer of the larynx, mouth, esophagus and lungs; delivers nicotine, which damages the heart and blood vessels and increases the risk of heart attack and stroke; and can release more harmful particles in sidestream smoke than are released from cigarettes.



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**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
1996			
December 13-14	"Preps and Impressions" w/Dr. John Kois	14 cr. hrs.	Dentist \$465.00 Auxiliary \$170.00
1997			
January 24-26	"Expanded Duty Dental Assistant" a/k/a EDDA	<i>Sold Out</i>	Auxiliary \$369.00
	"Comprehensive Continuum of Cosmetic Dentistry"		
	Part I	Part II	Part III
Jan. 17-19, 1997	*March 7-9, 1997	April 18-20, 1997	
*Originally set for March 14-16		Approx. 72 cr. hrs.	Per Person \$4,200.00
February 21-22	"Cosmetic Laser Surgery" w/Drs. McMunn, et alia	14 cr. hrs.	Oral Surgeons TBA
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.)			

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