

# 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. 40 MARCH '02 NO. 3

## MARCH 20 MEETING

## Tax Law Changes, Investing, Business Planning

### DENTISTS DAY IS DEFERRED

There will be no "Dentists Day at the Legislature" this May.

Because the upcoming session of the Legislature has been designated a fiscal session, it was thought appropriate to postpone the event until the following session, according to Dr. Richard Ballard, chairman of NODA's Legislative Committee.

Meanwhile, the committee continues as always to monitor activities in Baton Rouge in order to inform NODA members of matters of interest to dentists.

### Financial specialists to provide program

Tax law changes in 2001, investing, and business planning will be the subjects covered by the NODE Preferred Sponsor Wealth Advisory Group helping NODA members find the keys to financial success.

These will be the subjects covered in the CE portion of NODA's general membership meeting on Wednesday, March 20, 2002 in Auditorium A of the LSU School of Dentistry.

The business portion of the meeting will start promptly at 7 p.m. with the CE lecture immediately following.

Ted Gilman of the Wealth Advisory Group promises a very informative evening with Michel Van Hoven on "Tax Law Changes in 2001" and "Tax Laws and You"; Rick Burdick with a Powerpoint presentation on "Investing in an Economic Slowdown"; and Roy Frank Bass, a UNO professor, on "Business Planning and Liquidity" and "Keys to Financial Success".

As usual, we will have a drawing for a \$50 dues rebate at the end of the CE program for eligible members (winner must be present). Your name will be kept for the end-of-the-year drawing for a full year's dues rebate!

There will be a post-meeting social with wine and cheese and other snacks and libations.

### CRAWFISH TIME IS APPROACHING

Mark your calendar!

The NODA Crawfish/Staff Appreciation Party will be held on Friday evening, April 19 at the American Legion Hall located at Causeway Blvd. and River Road just off Jefferson Highway.

Reports are that the delicious mudbugs are in abundance this year and they will be waiting for you, along with beer, soft drinks and various other treats.

Your spouse or date is cordially invited. This is always a great spring event attracting dentists of all ages. So make your plans to attend.

More details in next month's NODA News.

### WHAT'S INSIDE

- 2 President's Message
- 4 LDA Ad Campaign
- 5 NODA Profile
- 6 LSUSD Alumni Day

### Dr. Barsley named compliance director

Dr. Mary Ellen Sanders, interim chancellor of the LSU Health Sciences Center in New Orleans, has appointed Robert E. Barsley, DDS, JD, director of compliance for the LSU Health Sciences Center in New Orleans.

Dr. Barsley is a 1977 graduate of the LSU School of Dentistry and a 1987 graduate of the Loyola University School of Law. He attended Southwestern at Memphis, now Rhodes College, Louisiana State University and received a master's degree from the University of New Orleans.

He joined the faculty of the LSU School of Dentistry in 1980, advancing to the rank of professor and then to director of dental resources (overseeing the Louisiana Dental Medicaid Program), and director of hospital affairs.

Dr. Barsley is a Fellow of the American College of Dentists, the International College of Dentists, and the Odontology Section of the American Academy of Forensic Sciences of which he is on the board of directors. He also served as a Robert Wood Johnson Foundation Congressional Health Policy Fellow.

### NODA NAMES DELEGATES TO LDA

Twenty-four members of the New Orleans Dental Association have been duly elected to serve as voting delegates for the 2002 Annual Session of the Louisiana Dental Association. They are:

Dr. Debra C. Arnold  
 Dr. Richard W. Ballard  
 Dr. Robert E. Barsley  
 Dr. Henry B. Bradford, III  
 Dr. Joseph M. Campo  
 Dr. R. Jack Cassingham  
 Dr. Sandra J. Catchings  
 Dr. Mark S. Chaney  
 Dr. Kevin J. Collins  
 Dr. David C. DeGenova  
 Dr. Glenn C. Dubroc, Jr.  
 Dr. Jimmie J. Gaubert  
 Dr. F. Thomas Giacona

Dr. Valerie R. Hemphill  
 Dr. David J. Hildebrandt  
 Dr. Jeffry A. Leeson  
 Dr. O. William Reeder, Jr.  
 Dr. Ken Schott  
 Dr. James D. Roethele  
 Dr. William F. Schmidt  
 Dr. Garry S. Salvaggio  
 Dr. Carol A. Stuckey  
 Dr. Kathryn L. Sturm  
 Dr. Lisa Wyatt  
 Dr. Guy A. Ribando, III,  
 alternate

## President's Message

by F. THOMAS GIACONA, DDS

### "NODA NEEDS YOUR INVOLVEMENT"

I hope everyone had a safe and fun-filled Mardi Gras. February seemed to fly by with all the activities in the Greater New Orleans Region. Now it's time for a busy spring!

First, my thanks to the members of the NODA Board of Governors, several NODA committee members, Dean Hovland, and Michele Bresler (from the ADA) who participated in the initial meeting of the Long Range Planning Committee.

This was the first step toward the "Revitalization" focus of my year as your president. We need to bring the message that there is value in being a member of organized dentistry and that our profession would not be what it is today without the efforts of organized dentistry!

An organization is only as strong as its members and NODA needs your involvement at every level!

Kudos to Dr. Kevin Lacour and Dr. Jason Parker (co-chairmen of the Children's Dental Health Month Committee); members of the Alliance to NODA (Gwen Giacona, Jodi Russo, Vera Marse, Carol Hovland, Carolyn Russo, Marcy Celino, Kathy Liberto, Terri Daroca), Joanne Courville from LSUSD, and the LSUSD hygiene students and pedo residents who put together a great program for the school children of our area at LSUSD. There may be materials available if you want to do a presentation at a school in your immediate area. Please call NODA Central Office for information.

Please mark your calendars for the Crawfish/Staff Appreciation Party on Friday, April

19, 2002 at the American Legion Hall located at Causeway Blvd. and River Rd. off Jefferson Hwy. We hope the crawfish will be big and plentiful this year and a good time will be passed by all! Hope to see you there, cher!

On behalf of the members of NODA, I want to thank Alice Corkern for the years of exceptional work she has done for NODA. Alice has resigned her position at our Central Office so that she can devote her efforts to caring for her parents on a full-time basis. However, you still may see her working with NODA on special projects. Alice, our thoughts and prayers are with you and your parents . . . thank-you.

Finally, as I mentioned in last month's President Message, the LDA House of Delegates will meet on Saturday, March 16 with the major issues of approving a \$75 LDA dues increase AND re-approving the \$150 state advertising campaign assessment fee for another year period. Please contact your NODA House of Delegates through the NODA Central Office with your opinion! Our NODA Caucus will be Monday, March 11.

Have a great month!

Tom Giacona, DDS  
President

### WE WANT YOUR NEWS

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

## Fluoride can't overcome an unhealthy diet

Dentistry has done an admirable job of preventing and treating caries in children and teenagers, writes Karen Anderson in the October 2001 *CDS Review*, journal of the Chicago Dental Society, but a faint cloud may be forming in these sunny skies.

According to Anderson's article, soda and other soft drink consumption has risen among many population segments, including children. Overall rates show soda consumption alone increased from about 22 gallons per person a year in 1970 to more than 50 gallons per person per year in 1999.

Anderson's article concludes that dentists cannot become complacent about the reduction of caries, since all the fluoride in the world will not overcome a terrible diet.

## M.I.E. SERVICES, INC.

~ LICENSED ~

**MEDICAL GAS VERIFIER  
& INSPECTOR**

**CALL US FOR YOUR  
CENTRAL PIPING  
SYSTEM NEEDS**

**800-464-9261**

*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, Editor, 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.

### WEB SITES

N.O. Dental Association  
[www.nodental.org](http://www.nodental.org)

N.O. Dental Conference  
[www.nodc.org](http://www.nodc.org)



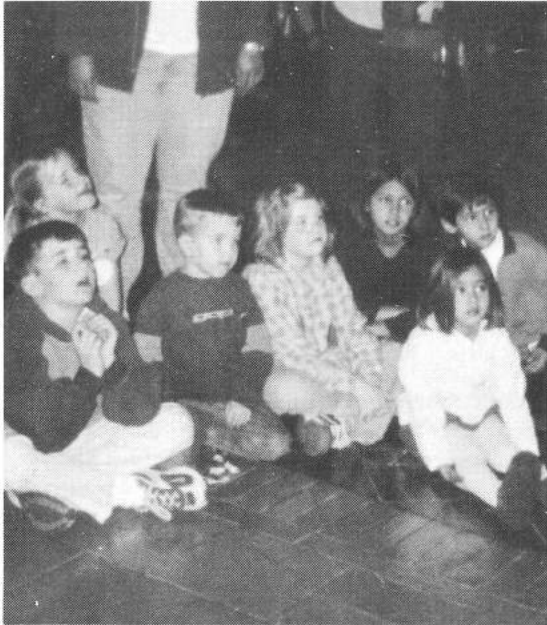
Placement Service, Temporary/Permanent  
Dentists, Dental Hygienists  
Dental Assistants, Front Desk

## DENTAL AUXILIARY RESOURCES, INC.

Marilyn I. Bernard, R.D.H., B.S.  
Since 1990

653 MELODY DRIVE  
METAIRIE, LA 70002

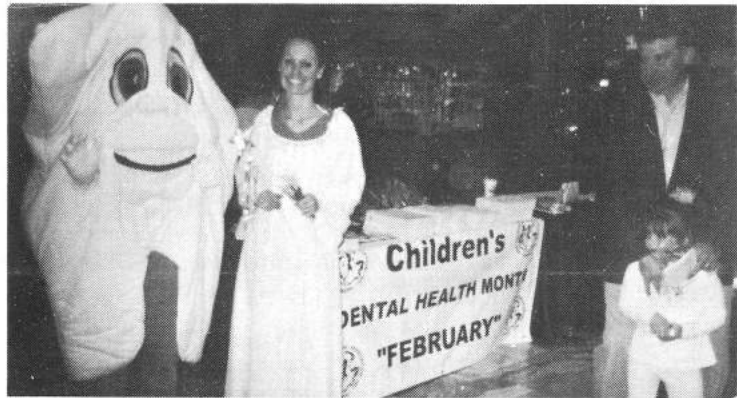
**(504) 835-6174**  
**(800) 554-0377**  
Pager (504) 569-6508



New puppet show by NODA Alliance holds kids' attention.



At Children's Hospital: Marcy Celino gives cleaning instruction.



Lakeside: Happy Tooth (Kyle Adolph), Karla Oubre (Tooth Fairy). At right, Dr. Kevin Lacour with daughter Cierra.

*Wrapping up  
Children's Dental  
Health Month*



Dr. Pam Shaw, left, and Gwen Giacona at hospital display.

**PRACTICE SALES:**  
 VIDALIA AREA #6965 Gross \$499K/4 days; MAR-  
 RERO ORTHO #6738 Gross \$150K/2 days. NEW  
 ORLEANS #6523 Gross \$290K, merger opportunity.  
 Call Dr. Earl Douglas, Professional Practice Con-  
 sultants, Ltd., 800-321-4540.  
**ASSOCIATE POSITION:**  
 LAKE CHARLES #6211. Call Dr. Earl Douglas, Pro-  
 fessional Practice Consultants, Ltd., 800-321-4540.



Professional Practice  
 Consultants, Ltd.

Member of



Specializing in Appraisals, Sales, Mergers,  
 Associateships, and Pre-Sale Planning for Dentists

**Earl M. Douglas, DDS, MBA**

**Experience counts. It's as simple as that.**

800-321-4540

Call for information on our practice sale listings.

*Visit our website at [www.ppcsouth.com](http://www.ppcsouth.com)*

## Letter to the Editor: 'LDA ad campaign a success'

Nothing in the world can take the place of **Persistence**. Persistence and Determination alone are omnipotent. Persistence, Determination, and Unity are unstoppable. It is the combination of these three intangibles that has contributed to the measurable success of the LDA public relations campaign.

"For the Look That Will Last," our statewide awareness campaign, is in progress for the third consecutive year. Our two TV spots are running throughout the first quarter of 2002. The commercials are good. They are receiving 1,000 gross rating points in every area of the state, which means every household will view the commercial at least 10 times.

This type of exposure inevitably benefits our business. In fact, I've had dentists and specialists tell me that their patients are asking about sealants, veneers, and whitening.

Also, we are getting more exposure this year because our budget has increased. "How can this be?" you may ask, and I'm glad you did. While the ADA has experienced a 4% drop in membership over the last few years, the LDA has experienced a more positive effect. **THE LDA HAS MORE MEMBERS TODAY THAN THREE YEARS AGO WHEN THE PR CAMPAIGN STARTED.** This is why our media budget is higher for 2002.

Is PR spending important? Let's ask our patients. Through a 2001 nationwide survey, the Council of Public Relations Firms discovered that Americans rely heavily upon public information to help them make critical health decisions. Unfortunately, much of that information may be inaccurate or incomplete. Almost half of those surveyed (45.6%) said there was "not enough specific information" available to the public about health problems.

Nearly one-third of the respondents described public information about health as "confusing." Our patients want more information, and they need it to come from reliable sources.

The LDA recognizes that PR efforts, not just in the form of TV ads, are an invaluable resource for our profession. By offering a searchable directory of member dentists, the LDA website has separated dues-paying members from our colleagues that reap all of the benefits of organized dentistry without making any contributions.

I think it has become very difficult for a dentist to explain why he is not a member of the

ADA or the LDA. With our public awareness efforts, we have seen an **increase in e-mail about how to find a dentist**, and even where to go for certain treatments.

Additionally, we have distributed posters and broadcast radio spots to get our message to those areas unreachable by TV. The PR campaign is working and has created an **increase in public awareness** of the benefits of practicing good oral health, as well as a corresponding **increase in the number of dental office visits.**

The marketing research conducted each year in connection with the PR campaign has revealed a significant **increase in LDA awareness, advertising awareness, message recall, and an increase in the number of people visiting the dentist** within the last three months. The research also showed an increase in the likelihood of a patient's visiting the dentist based on advertising like ours.

All these positive results were accomplished with a mere assessment of \$150, compared to other components' noticing similar positive results with much higher assessments. At the time the PR campaign was launched, our biggest fear was a decrease in membership. Despite predictions of an initial 4% drop, we actually lost less than 1% the first year, more importantly, in the past three years, our membership has *exceeded* pre-PR campaign numbers.

The PR campaign is about more than just

numbers. We would be remiss if we did not continue to professionally educate a market where half the population doesn't go to the dentist. Yet, billions of dollars are spent self-prescribing mouthwash, whitening toothpaste, denture products, and floss, purchased in that respective order. The LDA commercials are a perfect complement to the plethora of ads out there for bleaching systems, toothpastes, toothbrushes and mouth rinses.

Every state or component that has started a campaign has maintained it. Suffice it to say, the campaign certainly is meeting our expectations and without the potential pitfalls for which we were prepared.

Congratulations to our PR Committee for their **persistence and determination** to sustain such a worthy cause, and to the members of the LDA, thank you for showing **unity** in your support of the PR campaign.

*James D. Roethle, DDS, FAGD  
Chairman, LDA Public Relations Committee*



### Pfisterer Auderer Dental Laboratory



What are you looking for  
in a full service lab?

**100 % satisfaction guarantee**

Implants  
Crowns  
Thermoguard

Dentures



Partials  
Temps  
Cosmetics

**Build your confidence in Pfisterer Auderer  
Through our NDX Reliance Program**

Laboratory Manager Linda Faircloth, C.D.T.

**For Pick-up service, call 504-837-6622**

## NODA PROFILE

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

## Dr. Ripps: A happy professor

Dr. Alan H. Ripps has followed the profession of dentistry in a number of settings and believes he has found the venue of his dreams – the LSU School of Dentistry.

Professor and director of the third year program, Advanced Clinical Operative Dentistry, he says frankly: "I hope to be here quite a while, at least 10 more years."

"The last several years have seen a big change in the school, its curriculum and teaching methods, especially the emphasis on research," added Dr. Ripps. "Our senior students score very well on national board exams in operative dentistry."

"Teaching provides great satisfaction in seeing how much students develop in the short four years of dental school."

A graduate of Murphy High School in Mobile, he progressed to LSU in Baton Rouge where he earned his degree in biochemistry in 1968. Entering the University of Alabama School of Dentistry, he received his DMD in 1972.

Then came the U.S. Army, an internship at Ft. Meade, Maryland followed by two years of practice in Atlanta in a clinic in Ft. McPherson. Discharged as a captain in 1975, he moved to New Orleans and joined the faculty at LSUSD.

He then spent two years in private practice, sharing office space with Dr. Wilbur Lazarus in the Maison Blanche Bldg. In 1977 he opened his own office in Metairie, where he practiced for 18 years. In 1995 Dr. Ripps decided to return to the academic setting at LSUSD where he teaches and also practices in the Faculty Dental Practice.

Recently inducted into the American College of Dentists, Dr. Ripps is past president of the New Orleans section of the American Association for Dental Research. He is also a national officer in the biomaterials section of the American Dental Education Association.

He has served NODA as chairman of National Children's Dental Health Week, now a month long event.

The doctor is married to the former Becky Rosenfeld, assistant to the Dean of Students at the Academy of the Sacred Heart High School. They are the parents of two children, daughter Shawn, a registered nurse in Atlanta, and a son Marc, a supervisor and assistant manager for the Isle of Capri Casino in Booneville, Missouri.

At home the dentist can usually be found at his woodworking shop turning wood or building furniture. An avid photographer, he has his



DR. RIPPS

own darkroom for both color and black and white and is currently moving into digital photography. On weekends he can be found at the lakefront riding his bicycle, preparing for the 150-mile bike ride for the MS Tour for Cure.

## Benefits That Count...

### ADA RETIREMENT AND IRA PROGRAMS

The ADA Members Retirement Program, one of the nation's largest with assets in excess of \$1.6 billion, offers tax-qualified profit-sharing, pension, 401(k), and defined benefit plans, plus comprehensive record-keeping services. ADA members also have access to both traditional and Roth Individual Retirement Accounts, offering low annual fees and a choice of 16 investment accounts. For details, call the plans' administrator, Equitable Life, at:

1-800-523-1125 (new retirement accounts)  
1-800-223-5790 (current retirement accounts)  
1-800-248-2138 (IRA accounts)



1-800-621-8099

## Membership That Matters.

**ATTEND  
LSU STUDENT TABLE  
CLINICS - APRIL 5  
3:15 P.M.**

## Morgan Keegan & Company, Inc.

*How have the tax law changes affected your retirement program?*

**Hunter Charbonnet, Financial Advisor**  
433 North Columbia, Suite 1 • Covington, Louisiana 70433  
985/875-2400 • 800/899-2026

*Members New York Stock Exchange, SIPC*

Not FDIC Insured | May Lose Value | No Bank Guarantee



TEMP

## STAFFMATE

DENTAL HYGIENIST  
DENTAL ASSISTANTS

1-866-637-3636

**AFFORDABLE  
PAY AS YOU GO**

E-mail: [employeesnow@cs.com](mailto:employeesnow@cs.com) **PRE-SCREENED  
PRE-QUALIFIED**



PERM

## Busy program planned for LSUSD Alumni Day

The LSUSD Alumni Association has two special events planned for April. Friday, April 5 will be "Alumni Day 2002: A Lifetime of Dental Care," addressing oral health care as it relates to changing lifestyles and dental needs of maturing patients.

Lecture topics will address issues of pediatric through geriatric patients. Featured speakers include Ronald A. Bell, DDS, Michael Block, DMD, Janet Leigh, BDS, DDS, Cathy Springer, RDH, and John Schwartz, DDS.

Lectures begin at 9 a.m. and end at 12:30 p.m. Afternoon lectures begin at 1:45 p.m. and end at 3:15 p.m. Continental breakfast and lunch will be provided with registration.

Participants will have the opportunity to tour the campus between 8 and 8:45 a.m. and 1:15-1:45 p.m., with stops at the simulation labs, distance learning facilities and clinical research facility plus other updated areas.

The student table clinic competition and a wine and cheese reception will follow the afternoon program.

Drawings of course registrants in attendance will feature the Parade of Prizes that includes LSU football tickets, a golf package, luxury hotel accommodations and a five-star restaurant

gift certificate.

Six hours of CE credits can be earned for only a \$95.00 registration fee to LSUSDAA members. You don't have to be a graduate of the LSU School of Dentistry to join; everyone is welcome and encouraged to join our alumni association.

On Friday, April 19, the second annual LSUSDAA Golf Tournament will be held at Tamaka Trails Golf Course in Marksville, LA adjacent to the Paragon Casino. An evening cocktail party is planned for Thursday, April 18. The tournament will be a four-person scramble at Tamaka Trails, one of the top courses in our state, beginning at 8:30 a.m. on the 19th.

Special room rates have been arranged for our group on Thursday and Friday nights at the casino hotel. Prizes will be awarded for the longest drive, shortest drive, and closest to the hole. We're also planning a putting contest and special hole in one prize. A silent auction will feature dental items and some great LSU sports memorabilia. The cost of the tournament will be \$250.00 per player. Proceeds will benefit to the Student Development Fund.

For more info, call 318-322-0432.

## National Conference on New Dentist scheduled Aug. 15-17 in San Antonio

Mark your calendars for August 15-17, 2002 when new dentists convene for peer networking and continuing education at the 16th National Conference on the New Dentist, to be held at the Hilton Palacio del Rio Hotel in San Antonio, Texas.

Theme for the conference is "Bigger, Brighter Smiles, Deep in the Heart of Texas." Chesebrough-Pond's, a division of Unilever Home and Personal Care, USA, is the sole corporate sponsor since the first conference was held in 1987.

The two-day program offers up to 12 hours of CEU's on topics ranging from clinical pharmacology, esthetics, expanding the dental team, creating a dream practice and business systems, as well as the popular open forum and Q&A with the ADA president, Dr. Greg Chadwick, and president-elect, Dr. T. Howard Jones.

Conference brochures will be mailed to member new dentists in April and online conference materials, including registration, will be available on ADA.org.

## Benefits That Count...

### ADA SUPPORT SERVICES

Sometimes dentists experience personal difficulties that can affect their dental practice—excessive use of alcohol, abuse of other drugs, stress, burnout, depression, or infectious disease. The ADA's Dentist Well-Being Program provides information and—through constituent and component dental societies—connection with caring dentists who can help. For information, call ADA extension 2622. The ADA's Ergonomics and Disability Program provides support and resources to dentists and their families facing the challenges of dealing with a physical disability. For information, call extension 2887.



1-800-621-8099

Membership That Matters.

### TELL 'EM YOU SAW IT IN NODA NEWS

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

These loyal friends help defray the costs of this monthly publication. ■

## PR\$ RECOVERY, INC.

Collections and  
Pre-employment Screening  
Assertive and Professional

(504) 897-9009

FAX (504) 897-0026

No contracts

No minimum



Marko Marin

- We'll Make Your Old Dental Chair New
- We Recover Vinyl, Cloth or Leather
- Free Estimate

2833 Virginia Avenue • Kenner, Louisiana 70062

Off (504) 466-1904

Cell 908-3595

www.aqualitytrim.com  
email • makotrim@aol.com

## About Fees: What is 'usual, customary and reasonable?'

BY RICHARD MIELKE, DMD

*Consistency is the last refuge of the unimaginative.* — Oscar Wilde

Few issues have irritated dentists more than the so-called "usual, customary and reasonable" fees game. Tell a dentist his fees are above the UCR for the area and watch his blood pressure rise above its usual and customary level. When insurance companies do this to a dentist, it represents more than simply a refusal to pay on the full fee for the service. It says to the dentist that she is overcharging her patients and that her work is not really worth as much as she thinks. It also tells the patient his dentist is overcharging him, when the reality is that the UCR is a table of allowances arbitrarily set by the carrier.

Help is on the way. The American Dental Association has filed a class-action lawsuit against health insurance giant Aetna. The complaint charges that Aetna used flawed data to reduce fees charged by dentists and sent letters to patients implying that the dentist's fees were "unusual, not customary." Such statements amount to "trade libel" because they "convey information that is harmful to the providers' reputation, impugns the basic integrity of the providers' professionalism and disparages the value of the dental services rendered . . ."

This is indeed a welcome development, but maybe it should not have come to this. As with many dental issues we may have brought on the UCR problems ourselves. We simply have been too consistent with our fee schedules, posing an easy mark for low-balling insurance carriers and their actuary departments. I realized this when I shopped for air fare to the ADA Annual Session in Kansas City. Airline fares are constantly in a state of flux, with bargain fares, specials, promotions, and package deals over their many classes of fares. It seems to work for them, however.

What would happen if we followed the lead of the airlines when we set our fees? Can you imagine the fun conversations we could have with the claims auditors at dental insurance companies?

"Dr. Grubber, I have one of your claims here asking \$950 for a gold crown, but another gold crown seated the same day was billed for \$700."

"Yes, that's right. The \$950 is our walkup rate. If a patient walks in with a broken tooth and wants treatment on the spot, we will do it if we have time. The \$700 fee is our 21 day advance booking fee. The patient has to stay for an hour and a half, too."

"But Doctor, what about the \$550 fee billed to us last week?"

"That could have been our mid-week special or our Internet special."

"Internet special?"

"Yes, the patient makes her own appointment on our web site."

"But some patients are being charged \$490."

"Can you give me some more detail? That could have been our standby fee, where the patient comes in and hangs out at the office, hoping we get a no-show. Or maybe a patient was bumped."

"Do you mean you or one of your employees broke her tooth?"

"You're not getting this, are you? If we accidentally over-schedule our day and have to send a patient home without treatment, we offer a discount to try to make amends."

"Okay, Okay, I'm not sure I'm following all this. Just tell me how one of your patients got his crown free of charge."

"Oh. He used his frequent patients points."

"Points?"

"Yes. He had extensive treatment performed this year and, as a member of our frequent patient club, he was able to qualify for a needed crown. Of course, some restrictions apply."

"Restrictions?"

"Just the usual. No appointments early or late in the day or on days when school is out. Also, no third molars or second molars with very short clinical crowns, or crowns on abutment teeth supporting an existing removable partial denture, or . . ."

"I've heard all I want to hear Doctor. I'll let

you go for now, but one of these days the company is going to hire a claims consultant who is an actual dentist licensed in your state. I'm putting your name on his list."

Copying the airlines may not be the choice of all dentists. They won't consider airline service to be up to the same level they want for their patients. It is not an entirely self-serving idea, however. The patients would benefit from more choices and from increased competition as the "airfare wars" circus moves into our profession.

It is not merely a "win-win" idea, either but a "win-win-win." I envision the appearance of a new occupation, the dental appointment agent. Former travel agents, put out of work by falling airline reimbursement levels and the current decline in air travel, could fill this role, helping patients sort through the maze of dental fees.

They would provide competition for the referral services in the yellow pages. Competition is good. Did I say "win-win-win" yet?

*Reprinted with permission, WSDA News, Washington State Dental Association, November 2001, Richard Mielke, DMD, editor.*



## Satisfaction Guaranteed. Period.

Patterson stands behind every product it sells with an unconditional satisfaction guarantee. Contact your local Patterson branch today to find out more.



**PATTERSON**  
DENTAL SUPPLY, INC.

550 Elmwood Park Blvd.  
Harahan, LA 70123  
(504) 733-4455  
800-452-7213

**BULLETIN BOARD**

**PANORAL X-RAY MACHINE**, perfect working order, \$4350.00 – Terms, Installed locally. 362-1776.

**DENTAL OFFICE SPACE FOR RENT IN LAKEVIEW:** Central compressed air, Nitrous Oxide and suction provided, with a sterilizing room. Shared dark-room and lab space. Large reception room, two operatories, private office and private reception office. Call 504-486-0677.

**DENTAL HYGIENIST MOVING TO KENNER, LA** Looking for full or part-time work in or around N.O. area. Will drive to Slidell, Mandeville, Covington, LaPlace, Marrero, Destrehan, etc. Please call 1-504-465-3718.

(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** 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.

**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	2002	COURSE / TITLE	CR. HRS.	TUITION
April 5		ALUMNI DAY: "A Lifetime of Dental Care" w/Drs. Ron Bell, Mike Block, Janet Leigh, John Schwartz & Cathy Springstead, RDH <u>Reduced fee for Alumni Members</u>	06 hrs.	DDS \$ 149.00 Hygienist \$ 119.00 Lab Tech \$ 119.00
April 19-21		"Expanded Duty Dental Assistant" a/k/a/ "EDDA" w/Dottie Austin, CDA, EDDA	24 hrs.	Auxiliary \$ 369.00
April 20		"Radiology for Dental Auxiliaries" w/Drs. Thunthy & Hubar	07 hrs.	Auxiliary \$ 129.00
	April 26-28, 2002	June 14-16, 2002	July 26-28, 2002	
		"Level II-Cosmetic Dentistry Continuum" a/k/a "Advanced Anterior Esthetics" w/Drs. Jimmy Eubank and Jeff Morley	66 hrs.	DDS \$7,995.00
May 24		"Principles of Occlusion: The Foundation Course" w/Drs. Bernie Williams & Mike Robichaux	07 hrs.	DDS \$ 295.00 Auxiliary \$ 145.00
	May 31-June 2, 2002	June 12-14, 2002	August 23-25, 2002	
		"Local Anesthesia for Dental Hygienist" w/Drs. Frank Drongowski & Michael O'Brien	72 hrs.	RDH \$ 995.00
June 8		"Radiology for Dental Auxiliaries" w/Drs. Thunthy & Hubar	07 hrs.	Auxiliary \$ 129.00
June 7-9		"Expanded Duty Dental Assistant" a/k/a "EDDA" w/Dottie Austin, CDA, EDDA	24 hrs.	Auxiliary \$ 369.00

Register by phone, fax, or on line.

Visa and MasterCard Accepted.

Please call (504) 619-8584 for further information.

Toll Free No. 1-800-488-2925 FAX: (504) 619-8776

Web Site: [www.lsusdce.org](http://www.lsusdce.org)



David DeGenova, Associate Editor  
Kristi Soileau, Editor

Suite 153  
2121 N. Causeway Blvd.  
Metairie, LA 70001  
834-6449

**NODA NEWS**