

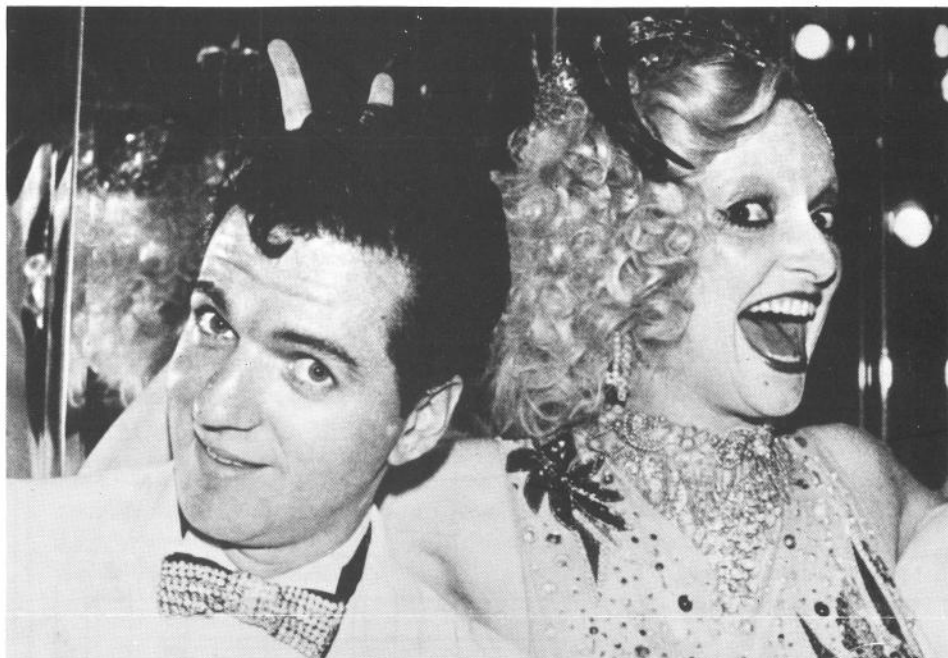
NODA News

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 NOVEMBER '96 NO. 9

BECKY ALLEN TO HEADLINE STAFF NIGHT



BECKY ALLEN AND RICKY GRAHAM
Dine and laugh with comedy duo

BY DAVID J. HILDEBRANDT, DDS
Scientific Program Chairman

This year's Staff Appreciation Dinner should be something really special. The dinner will be held at Chateau Country Club on Wednesday, November 20, 1996 at 7:00 p.m.

If you attended last year's Installation Dinner you know the food and facilities are outstanding. Our entertainment this year promises to be one of the most enjoyable NODA has been able to acquire.

Becky Allen is a household name in the New Orleans entertainment industry. Becky is presently performing in "And The Ball N' All." She has won acclaim for many starring roles, including her role in "Nonsense."

MENU SELECTIONS
STAFF APPRECIATION DINNER

- SOUP: ARTICHOKE & OYSTER**
- SALAD: MIXED GREENS WITH HOUSE DRESSING**
- CHOICE OF ENTREES:**
 - CHICKEN CLEMENCEAU**
(Chicken breast with mushrooms, shallots and potato)
 - GRILLED TUNA**
 - VEAL ORLEANS** (Crabmeat, mushrooms, shallots, & sauce topping)
- DESSERT: PRALINE PARFAIT**

Ms. Allen can be seen on local television commercials, local stage, and in numerous special events around New Orleans. Becky will be performing with another local entertainer, Ricky Graham.

NODA is looking forward to a very pleasurable and amusing evening of entertainment.

NODA will again provide door prizes for both your staff and attending dentists. This year should prove to be a delightful evening for all your staff, your spouse, and of course, all the dentists.

Since this year has the potential to sell out in advance, make your reservations early. Reservation and check for \$25.00 per person must be received in the NODA office by November 13.

Award deadlines approaching

December 1 is the deadline for the submission of nominations for the NODA Honor Dentist Award and for the Victor B. Marquer Award for non-dentists.

The Honor Dentist Award is in recognition of outstanding contributions and exemplary conduct in the profession of dentistry made by a member of the New Orleans Dental Association.

Last year's recipient was Dr. John Shea.

The Victor B. Marquer Award is

Officer nominees to be announced Dec. 11

The Nominating Committee of NODA will announce its slate of nominees at the December 11 general membership meeting at LSU Dental School.

At that time additional nominations may be made from the floor or by vote. Dr. Anthea Grogono,

in recognition of distinguished and dedicated service to the New Orleans Dental Association by a non-dentist. Last year's recipients were Mona Wittington and Normalee Ward.

Please send your nominations with your reason for the recommendation(s) to:

Chairman, Honors & Awards Committee
NODA
2121 N. Causeway Blvd., Suite 153
Metairie, La. 70001

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.

Tips on taking the bite out of cash flow problems

In order to keep cash flowing, a dentist must practice good dentistry as well as good business, writes Kathryn Preston, CPA in *Illinois Dental News*, July 1996.

Don't delegate all financial responsibility to staff, says Preston, but remain intimately aware of your budget if you want to run a financially successful practice.

Do you have a detailed and accurate account of your inventory? Do you carefully review your monthly bank statements? Can you put your hands on a current cash flow projection when you need it?

Preston offers some suggestions:

1. Institute a policy of up-front payment. Post your clearly worded payment policy in a conspicuous place.
2. When a patient does have trouble paying, be firm and persistent, but flexible enough to work out a realistic payment plan.
3. Often when a patient has dental insurance, the patient seeks reimbursement after paying the dentist; but if you must handle insurance claims, be sure your staff member is familiar with all required forms and procedures.
4. When equipping your office, look into leasing as well as buying. If you consider leasing, look into financing and interest rates, maintenance contracts and end-of-term salvage value.
5. Schedule regular tax check-ups with your accountant. Be sure taxes are reported accurately and on time to avoid IRS penalties. Compare the advantages of different forms of business: sole practitioner, limited liability partnership or personal service corporation.
6. Encourage your employees to express their ideas on reducing operating costs.

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.

Patients: First five minutes crucial

Judy Marston believes that patients begin forming negative or positive feelings about you and your staff 30 to 60 seconds after meeting you.

In the *New York State Dental Journal*, March 1996, Marston writes that within the first five minutes, most patients have decided whether or not they want to know you or your staff better.

Patients looking for a dentist seek a qualified, knowledgeable professional who is willing to make a special effort to fill their needs. Marston says specific traits are common to all professionals trained and ready to serve the public. According to her, professionals

- know their business;
- present themselves well;
- project and instill confidence;
- care about the patient;
- are good communicators;
- work well with people;
- like their work; and
- strive to reach their full potential.

Conference prepares for 1997 event

The New Orleans Dental Conference is always in action.

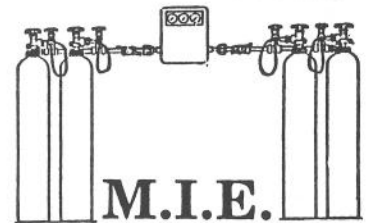
Dr. Pat Eck, chairman of the '97 conference, and Dr. Tom Giacona, head man in '98, attended the ADA annual meeting in Orlando in August where they distributed printed flyers and wallet calendars on next year's event.

The '97 conference is scheduled August 27-30 at the Hilton. Theme of the 48th annual event is "Tour of Excellence." Several clinicians are already engaged and more are being brought on board steadily.

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NODA PROFILE

Dentist for the Saints

The NFL requires that the home team have a dentist on hand at all games. In New Orleans that dentist is NODA member Dr. Francis King McGoey.

For 11 years Dr. McGoey – everybody calls him King – has taken care of dental emergencies, not only of Saints players, but on several occasions the visiting team as well.

There is no operatory at the Superdome. "I have an emergency kit and use the trainer's room when needed," said Dr. McGoey.

Mouth guards are not a league requirement but the Saints team dentist wishes they were. (A college player can be penalized for not using one.) "When the late Jim Finks was under consideration for league commissioner, we were working on it," said Dr. McGoey.

A graduate of Jesuit High, Dr. McGoey was one of the last graduates of Loyola University's School of Dentistry. He took his pre-dent work at Loyola, earning his DDS in 1967.

Then came two years in the service as a captain at Ft. Benning, Ga. in the Army Dental Corps. Following his discharge in 1969 he teamed up with his cousin Dr. Glen Armantrout in private practice. Twenty-seven years later the two NODA members still share office space at 3024 Kingman St. in Metairie.

Their practices are busy enough to require eight staff members. "It's good to have a fellow dentist to consult and share experiences with,"

National Dental Museum opens

Who knew dentistry could be such fun?

The Samuel D. Harris National Museum of Dentistry opened recently, with a mission to educate and entertain the public through hundreds of fascinating dental displays. Fittingly, the museum is located on the campus of the world's first dental college at the University of Maryland in Baltimore.

The public can see vintage TV ads, cued by six touch-sensitive lower teeth, through the mouth of a six-foot-high Tooth Jukebox television.

No self-respecting dental museum would be without George Washington's dentures (four sets of them). Other exhibits range from Queen Victoria's dental instruments to a 25-foot mobile display of three dental chairs, newest to oldest, dangling from the ceiling.

The museum is named after a 92-year-old retired pediatric dentist, Dr. Samuel D. Harris, and hopes to bring a smile to 40,000 students, scholars and tourists each year.

says Dr. McGoey of the longtime collaboration.

A former clinical instructor at Loyola, Dr. McGoey holds membership in NODA, LDA and ADA as well as the American Academy of Sports Dentistry and the Metropolitan Dental Study Club.

Once an avid jogger and participant in several marathons, the dentist says he's had to cut back on the heavy exercise because of knee problems. He doesn't regularly travel with the Saints, but did make trips with them to pre-season games in London and Japan.

Dr. McGoey is married to the former Karen Perrier of New Orleans. They are the proud parents of two children, daughter Kerry, who holds degrees in both microbiology and medical technology, and son Kevin, a student at Southeastern in Hammond.

Dr. McGoey is active in his church, St. Philip Neri, as a Eucharistic minister.

Nutrition is risk factor

In the June *Texas Dental Journal*, Edward G. Miller, PhD, reports that 35 percent of the cancer deaths in the U.S. were linked to dietary factors.

An interesting feature of the diet-cancer relationship, says Miller, is that it's not all bad. Though certain chemicals in food increase an individual's risk of cancer, other chemicals in foods actually decrease the risk. Fat and alcohol consumption have been linked to an increased incidence of cancer of the oral cavity, esophagus, prostate, colon, rectum and breast; an increase in the consumption of fruits, vegetables and grains is protection against the development of cancer.

Miller says dentists should offer advice on changes in diet and lifestyle to reduce their patients' risk not only of cancer but of heart disease and type II diabetes as well.

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.

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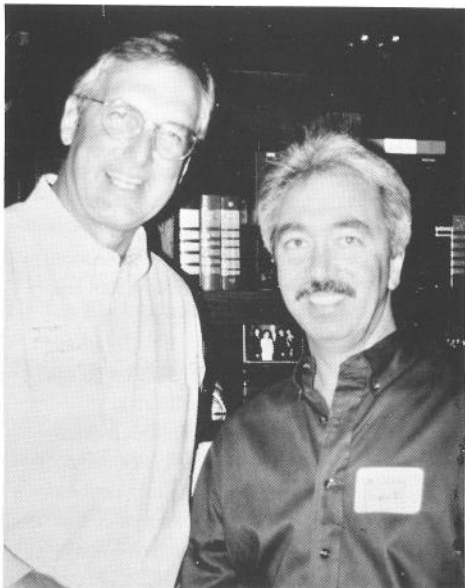
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REP. LIVINGSTON, DR. FUGETTA

District Grass Roots Team meets with Rep. Bob Livingston

The ADA Grassroots Team of the First Congressional District recently hosted a dessert party at the home of Dr. Bob and Debbie Morley for Rep. Bob Livingston, chairman of the U.S. House Appropriations Committee.

Team leader Dr. Donald Toso, 12th District ADPAC member, presented a check for \$2000 from ADPAC to the congressman, along with checks from NODA and Northlake dentists totaling nearly \$1500. The 1st District extends from Audubon Park to Kenner to Hammond.

Among those in attendance were team lieutenants Dr. Bob McMinn (Northshore) and Dr. Dave Pousson (Slidell); Dean Eric Hovland (LSUSD), 12th District Trustee Dr. Ross DeNicola, LDA Alliance President Donnell

Zeringue, LDA Executive Director Delano Clark, and our own NODA President Dr. Terry Fugetta.

Earlier Dr. Emmett Zimmerman gave Rep. Livingston a tour of his office, emphasizing the impact of federal regulations on the delivery of dental services.

On more than one occasion, Rep. Livingston was overheard saying, "You're preaching to the choir — I understand your problems and have worked with the ADA Washington office and will continue to do so."

NODA dentists who are interested in working on the Grassroots Team should contact Dr. Toso, Dr. Morley, or Dr. Pousson.

Mark Your Calendar

NODA STAFF APPRECIATION NIGHT

Wed., Nov. 20, 1996 – 7:00 pm
Chateau Country Club – Kenner
Featured Speaker: Becky Allen

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

48TH ANNUAL NEW ORLEANS DENTAL CONFERENCE

Aug. 27-30, 1997
"Tour of Excellence"
New Orleans Hilton Riverside

100th anniversary of X-rays

Within weeks of physicist Wilhelm Conrad Roentgen's accidental discovery of the X-ray, English and German dentists were experimenting with the technology.

In April 1896, Professor Wilhelm Koenig showed a meeting of German dentists how the phenomenon could produce images of teeth. The dentists thought the technique interesting but impractical.

According to Garnet Bass, in an article in *The North Carolina Dental Review*, American dentists quickly became enthusiastic about the new discovery. The first intraoral radiograph on a live person in the U.S. was taken by C. Edmund Kells of New Orleans in the spring of 1896. In July of that year he presented a clinic on the use of dental radiographs.



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DENTAL DATA

NODA MEMBER HEADS NATIONAL BODY

Dr. Nanette LoCoco, Metairie dentist and NODA member, was installed as president of the American Orthodontic Society at its recent annual meeting in Nashville, Tenn.

Congratulations, Dr. LoCoco. ■

NEW DENTAL SCHOOL TO OPEN IN 1997

Nova Southeastern University College of Dental Medicine will admit a charter class of 75 students in August 1997. The school is located in North Miami Beach, Florida. University officials said they are confident in the future of dentistry, reports *Dental Education*, bulletin of the American Association of Dental Schools. It is the first dental school to be opened in about 20 years. ■

JAW SURGERY MAY CONTROL SLEEP APNEA

Many Americans are affected by sleep apnea, which in its more severe forms, causes oxygen deprivation and may jeopardize the patient's health.

In *The Angle Orthodontist* (Vol. 66, No. 2, 1996), Vincent Kokich, DDS, writes that though several means of increasing air flow in apneic patients have been tried – surgical alteration of the soft palate, oxygen masks with positive pressure and removable functional appliances – none permanently changes the dimensions of the posterior pharyngeal airway.

Kokich says oral and maxillofacial surgeons have suggested combined maxillary and mandibular advancement surgery to increase air flow and thereby reduce sleep apnea symptoms. ■

The effects of this type of surgery were documented in *The Journal of Oral and Maxillofacial Surgery* (1995; 53: 1414-1418).

Nineteen subjects with obstructive sleep apnea syndrome underwent combined maxillo-mandibular advancement. Cephalometric radiographs were compared before surgery, after surgery and at least one year after treatment. Kokich reports the surgery seems stable, with minimal relapse after one year, and that it was successful in reducing symptoms of sleep apnea. ■

MERCURY RELEASE DURING AUTOCLAVING

Natural teeth are a valuable teaching aid for preclinical instruction and the use of teeth with amalgam restorations simulates a commonly experienced clinical situation. Many dental schools sterilize extracted teeth before using them in preclinical laboratories. ■

In the *Journal of Dental Edu-*

cation, May 1996, researchers report on a study conducted to evaluate whether mercury vapor is released from extracted teeth during steam autoclave sterilization.

The study concluded the autoclaving of amalgam-containing teeth produces measurable amounts of mercury vapor within the room when the autoclave is vented and when the door is opened.

The mercury concentrations generated could reach levels that would pose a health risk.

The study's authors recommend from the levels of mercury vapor measured during post-sterilization sequences, that dental facilities vent mercury-containing autoclave exhaust appropriately or use an alternative sterilizing method for teeth containing amalgam.

Their recommendation also applies to private practicing dentists who may sterilize amalgam containing teeth before donating them to students or dental schools. ■

UNCOVER THE SECRETS TO A HEALTHY SMILE

National Children's Dental Health Month • February 1997



Brush and Floss Each Day • Eat Nutritious Foods
• Visit Your Dentist

©1996 American Dental Association Dudley Collection™



DR. A.C. LILES, III, above, will once again serve as chairman of NODA's observance of National Children's Dental Health Month in February. The committee has already met to draw up plans for an areawide educational program. NODA members are urged to "adopt a school" near their homes or offices and volunteer to conduct a program for the youngsters.

BULLETIN BOARD

FOR RENT: Mandeville, 2 operatories, new equipment, lab, central vac. 3295 East Causeway Approach. Call (504) 888-6860.

PRACTICE FOR SALE: 2 ops. completely furnished, lab equipment, 1,000 active patients, estab. 12 years, Metairie. Call 831-8326.

WANTED: Dentist wishes to purchase intra-oral camera. Call 348-4232.

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

Dental phobia: how to fight it

Dental phobia, the fear of going to the dentist, significantly afflicts 7 of 10 adults according to psychologist Tracy Getz, of the Dental Fears Clinic at the University of Washington in Seattle.

The report said improvements in anesthetics and dentists' skills in dealing with patient fears have helped many people overcome their phobias, and it suggested several behavioral tips to relieve anxiety:

- Use an initial appointment just to talk.
- Consider having a dental hygienist, dental assistant or even a nurse present at all times during dental work.
- Use deep breathing, muscle relaxation and guided imagery to calm and desensitize yourself.



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		
November 23	"Radiology for Dental Auxiliaries" <i>Sold Out</i>	Auxiliary \$ 95.00
December 6-7	American Academy of Oral Medicine Conference with Drs. Molinari, Glick, Pallasch, Salazar and Epstein	Call for brochure.
December 13-14	"Preps and Impressions" 14 cr. hrs. w/Dr. John Kois	Dentist \$465.00 Auxiliary \$170.00
1997		
January 24-26	"Expanded Duty Dental Assistant" <i>Sold Out</i> a/k/a EDDA	Auxiliary \$369.00
	"Comprehensive Continuum of Cosmetic Dentistry"	
	Part I	Part II
	Jan. 17-19, 1997	*March 7-9, 1997
	Part III	
	April 18-20, 1997	
	*Originally set for March 14-16	Approx. 72 cr. hrs.
		Per Person \$4,200.00
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	"Esthetic Considerations" 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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Fees shown above are CORRECT. A few errors appeared in last month's listings.

- Use distractions such as music, TV and artwork.
- Make a few short visits instead of one long one.

- Have a pre-arranged signal with the dentist so you can stop work on your mouth.
- Have each step of the dental procedure explained.

NODA News

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Kristi Soileau, Editor

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