

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 NOVEMBER '02 NO. 9

Nominations sought for NODA awards

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

The Honor Dentist Award is presented to a member in good standing "in recognition of outstanding contributions and exemplary conduct in the profession of dentistry." Last year's recipient was Dr. Milford L. Kathmann.

The Victor B. Marquer Award is presented to a non-dentist "in recognition of distinguished and dedicated service to the New Orleans Dental Association." Last year's recipient was Lloyd Brandt, Sr., master jeweler. Mr. Brandt is the creator of the NODA Past President's Pin awarded to every past president of NODA since 1936.

He has personally crafted every pin presented to date. When presented the Marquer Award in March, 2002, Mr. Brandt was 99 years young!!

Please send your nominations and reasons for your recommendations to the attention of Drs. Terry Fugetta and Tom Giacona, co-chairs, Honors and Awards Committee, c/o the NODA Central Office, 2121 N. Causeway Blvd., Suite 153, Metairie, LA 70002.

Please remember the deadline for nominations is December 1.

Saints & Hornets – Get the Inside Story at the Nov. 20 Meeting

BY DR. DAVID HILDEBRANDT
Scientific Program Chairman

With the ADA meeting in the rear view mirror, it's time for some entertainment and a social for you and your family. On Wednesday, November 20, instead of the usual format for the NODA general membership meeting, we have an evening of sport and camaraderie for your enjoyment.

We will have two featured speakers. From the New Orleans Saints, we will have special teams captain Fred McAfee giving us the inside scoop on the Saints. From the New Orleans Hornets, long time radio analyst Gerry Vaillancourt will be enlightening us on New Orleans' newest sports franchise.

The gathering will begin at 7:00 p.m., in Auditorium B of the LSU Dental School.

Fred McAfee has been in the NFL for 12 years. An accomplished special teams player who also provides depth to the Saints backfield, Fred plays a prominent leadership role for the Saints.

Last year he was voted by his teammates the special teams captain. His play was instrumental in the team's first win against Tampa Bay

earlier this year. Fred originally hales from Philadelphia, Miss.

Gerry Vaillancourt returns to the Hornets broadcasting team for his 13th season. He will serve as color analyst on all Hornets radio broadcasts. Last season he shared duties as a television analyst. For ten years, Gerry made a mark on the Charlotte sports talk radio scene, as he was voted Talk Show Host of the Year in 1998, 1999, and 2000.

Gerry spends a great deal of time participating in basketball clinics, giving motivational seminars and speaking publicly to various businesses and corporations.

The evening will be capped with food and drink for all. In addition to the usual libations, we will be featuring a Beer Tasting. We will have a "Beers of the World" table set up for your tasting pleasure.

For the kids we will have soft drinks and cookies.

So, remember to bring your family, especially the sports buffs. Fred McAfee should be available for meeting the kids (both young and the young at heart) and Gerry Vaillancourt's reputation is that he will be a New Orleans celebrity once the Hornets get rolling.

January 1 is deadline for 2003 dues

If you do not receive your (dues) form by Dec. 15,
call the Central Office and another will be sent to you.

The NODA Central Office expects to bill Year 2003 dues renewal forms before NOVEMBER 30. This will give our members more time to pay their dues prior to the January 1 deadline. If you do not receive your form by December 15, call the Central Office and another form will be sent to you.

When you receive your form, please read through your personal information carefully, and make any necessary changes to assure an accurate listing in the next roster and on the

NODA website.

Pay particular attention to the "Mandatory Disclosures" on the reverse side of the form and take a copy of both front and back for your records and future tax preparation.

Remember the Federal Government has imposed stringent control and reporting requirements with regard to all "PAC" contributions. For example:

- 1) You are prohibited from including your PAC contribution in your dues

payment. Federal law requires a separate, personal check be issued made payable to "PAC."

- 2) By federal law, NODA and the LDA are required to report and transfer PAC contributions within ten days of receipt.

If further information is needed, please call Mona Whittington in the NODA Central Office at 834-6449, Ext. 202, or leave a voice mail message and your call will be returned.

President's Message

by F. THOMAS GIACONA, DDS

COME TO MEETINGS! JOIN A COMMITTEE!

I sit here early on Monday morning of the 143rd ADA Annual Session writing this message, trying to put into words how proud I am of our Committee on Local Arrangements!

What can I say that has not been said before about the incredible dedication and effort our NODA members, with their spouses and staff, can put forth? Once again we have shown the rest of the dental world what "local hospitality" really means – we set the standard!

To all of you, thank you for your commitment and hard work. I can't leave this subject without a very special thanks to Dr. Ken Schott, the chairman of the Committee on Local Arrangements, and Drs. Fugetta, Andrews,

Mrs. Normalee Ward who for the past two years or so have attended many meetings to coordinate this extraordinarily successful effort.

Let us capture this spirit of commitment to our profession and either become involved or continue to be involved in all that NODA does through its various committees.

Come to the Membership meetings. Join a committee. There is so much that we can do for our profession and our community now and in the future. NODA's continued revitalization needs you!

Tom Giacona, DDS
President



Researchers study role of estrogen receptor genotype in tooth loss

Estrogen receptor genotypes may be connected to tooth loss in elderly women, Japanese researchers report in the November 14, 2001 issue of *The Journal of the American Medical Association*.

Researchers studied the effect of estrogen receptor genotype on tooth loss and alveolar height in 132 Japanese women who visited a clinic from 1996 to 2001. Sixteen subjects had received estrogen replacement therapy for six months or less, and one had received the therapy for four years.

None of the patients was taking other medications that affect bone metabolism, and none had a history of tobacco use.

Researchers analyzed the subjects' estrogen receptor genes in blood samples. They found that one gene variant was linked to having fewer teeth. A second gene variant was associated with great alveolar bone loss. They concluded that these genes might not influence alveolar bone loss but rather alveolar bone fragility.

The findings did not change after researchers made adjustments for age and time lapsed since menopause and estrogen replacement therapy.

The results, according to researchers, indicate that the type of estrogen receptor a woman carries could signal her risk of experiencing tooth loss.

Source: ADA.org, *Today's News*, January 4, 2002



NAMED: The LSU School of Dentistry appointed Dr. Allan Rappold, associate professor of prosthodontics, director of clinics.

ADA plans new event for NCDHM

A one-day event aimed at promoting access to dental care for needy children will be a centerpiece of next year's National Children's Dental Health Month, February 2003.

ADA members across the country will be asked to volunteer to provide dental screenings and care for underserved children on a designated access day.

The program has been given the genial working title of "Give Kids A Smile." The date of the event and other details are still being worked out.

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.

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A plan for patient retention in transfer of a practice

Among the important details to be addressed before closing on a practice transfer is a plan for patient retention, write Rise Mattler and Martin Mattler in *The Bulletin of the Ninth District Dental Society* (New York), November 2001.

Dentists have an ethical obligation to make the transfer to a new dentist as orderly and seamless as possible for both patients and staff, write the Mattlers, principals in Practice Brokerage, Inc.

They say that dentists should meet with their staff immediately after the closing to let them know about the transition. If a dentist has a warm, longstanding relationship with employees, the dentist may elect to tell staff before the closing, the Mattlers write.

Patients should be notified of the transition immediately after the practice sale closing. The Mattlers say that dentists should tell patients before word gets out that the dentist is leaving. They recommend a three-step practice transfer plan for notifying patients.

- First send an introductory letter to all current patients immediately after the practice transaction closes and ownership has changed. The purpose of the letter is to recommend the new dentists to the patients. The Mattlers recommend that the copy refrain from indicating

that the practice has been "sold," since most patients don't like the idea of their dental records being sold to the "highest bidder."

- The second step is to call any patients who are scheduled for an appointment before they will receive the introductory letter. The authors add that before calling, the selling dentist should discuss this with the buyer, since some new owners prefer that patients be informed the day of their appointment rather than beforehand.

- The last step is geared to the buyer of the practice. The Mattlers recommend the new owner send a letter to all patients about a month after taking over the practice. This letter would welcome patients and reiterate professional, personal and practice-related information of interest to patients.

How long should a dentist stay on with the practice once the keys are turned over? The Mattlers say many well-intentioned sellers plan to stay longer than necessary, often creating unintended problems for the new dentist. Two problems that arise are insufficient workload for two dentists and the perception by patients and staff that the incoming dentist is "second string." The Mattlers say a dentist should plan to stay up to three months to assure a smooth transition and to protect the cash flow of the practice.

Guidelines for staying young

From the April/May issue of *St. Louis Dentistry* come these guidelines for staying young:

- Throw out nonessential numbers. This includes age, weight and height. Let doctors worry about them; that's why you pay them.

- Keep only cheerful friends. The grouches pull you down.

- Keep learning. Learn more about the computer, crafts, gardening, whatever. Never let the brain idle. It wastes fuel.

- Enjoy the simple things. When you are young, that is all you can afford. When you are in college, that's all you can afford. When you retire, that's all you can afford.

- Laugh often, long and loud. Laugh until you gasp for breath. Laugh so much that you can be tracked in public by your distinctive laughter.

- The tears happen. Endure, grieve and move on. The only person who is with you your entire life is yourself. Be alive while you are alive.

- Surround yourself with what you love, whether it is family, pets, keepsakes, music, plants, hobbies, or whatever.

- Cherish your health. If it is good, preserve it. If it is unstable, improve it. If it is beyond what you can improve, get help.

- Don't take guilt trips. Go to the mall or another country, but not to guilt country.

- At every opportunity, tell the people you love that you love them.

- Remember, our lives are not measured by the number of breaths we take, but by the moments that take our breath away.

A treat for the whole family

**Wednesday, Nov. 20,
7:00 p.m.**

Fred McAfee, Special Teams Captain
New Orleans Saints

Gerry Vaillancourt, radio broadcaster
New Orleans Hornets

LSU Dental School Audit. • Refreshments

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NODA PROFILE

NODA News continues a series of profiles of members of all ages and various lengths of membership in the Association. You may be next!

Dr. Najolia: Many fond memories

Dr. Raymond F. Najolia marvels at the strides made in dentistry since he entered the profession back in 1967. "It's wonderful now," says the doctor, "especially in the areas of restorative dentistry and endodontics."

A graduate of St. Aloysius High School in 1959, he moved on to the University of Southern Mississippi in Hattiesburg where he earned his BS in biology, entering the Loyola University School of Dentistry, where he received his DDS in 1967. He says he was influenced in his career choice by his own dentist, Dr. Russell Bond, now retired.

"I remember going to his office in the Maison Blanche Building," Dr. Najolia recalls. "It was on the 10th floor. I remember looking out over the French Quarter and the city beyond. It just seemed like a calm, stress-free profession."

He also has fond memories of his Loyola days, especially Dr. Bob Eastman and Dr. Vic Halperin, then dean. "Dr. Eastman was tough," he recalls, "but we were fortunate to have had someone like that with such high standards." Regarding Dr. Halperin, "he was strong on professionalism."

After graduation, Dr. Najolia went straight into the Army Dental Corps and two years at Ft. Irwin in the Mojave Desert in California. Upon discharge, he returned to Loyola as a clinical instructor for a year. "I'll never forget how good it felt to hear Dr. Halperin call me Doctor," he recalls.

In 1972 Dr. Najolia opened his own office on Houma Blvd., near East Jefferson Hospital. After eight years there, he moved to Doctors Row back of East Jefferson where he's practiced at 3939 Houma Blvd. for 22 years.

The dentist is married to the former Liz Stack, a registered nurse. They are the parents of three children, son Steve, who manages



DR. NAJOLIA

internet sales for a Lexus-BMW dealership in Missouri, and daughters Rae Ann, an occupational therapist, and Karen, a CPA.

A general dentist who keeps a 4 1/2 day schedule, Dr. Najolia employs a chairside assistant and a receptionist. He has served for 14 years as secretary-treasurer of the alumni chapter of Psi Omega dental fraternity. "At one time we had 60 members in our group. Now we're down to 44. We would like to have more LSU grads to take our place. We're working on it," he says.

**Happy
Thanksgiving**

Direct Reimbursement

Good news! The ADA has worked with its advertising agency, FCB, to develop a new Direct Reimbursement print advertisement to meet the diverse needs of the ADA, dental societies, brokers, and third-party administrators (TPAs).

The ADA has covered the cost of creating and developing the new "Tooth Fairy" ad, which will be available in color and black-and-white, in either full-page, half-page or one-quarter page formats. Complete information about the new ad was sent to constituent dental societies and participating brokers in June.

Several factors led to the creation of this advertisement. First, the ADA wanted to provide an ad for constituent dental societies and brokers, who often do not have the budgets to create their DR promotional pieces.

Also, by using the "Tooth Fairy" concept, promoters of DR can send a consistent message and build upon the strength of the ADA's current direct-mail campaign.

Constituent dental societies that have signed the ADA's DR Licensing Agreement may place this ad in local publications either *as is*, with a unique phone extension assigned by the ADA, or they may elect to replace the ADA logo and phone number with their own constituent dental society logo and phone number.

If you are interested in this program, please contact the ADA's Dental Benefit Information Service at extension 2746.

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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LAFAYETTE AREA #7079 Gross \$145,600, 5 days, 2 operatories, 774 sq. ft. office space. Assistant, pt assistant, receptionist, Excellent satellite opportunity! Call Dr. Earl Douglas, 800-321-4540.

LAKE CHARLES AREA #7091 Gross \$354,939, 4 days, 2 operatories, 1,300 sq. ft. office space. Assistant, pt bookkeeper, hygienist. Call Gretchen Lovelace, 225-927-8015.

METAIRIE #6666 Gross \$325,053, 3 days, 3 operatories, 1,000 sq. ft. office space. Assistant, hygienist, receptionist. Excellent merger opportunity! Call Dr. Earl Douglas, 800-321-4540.

NATCHEZ AREA #6965 Gross \$499,853, 4 days, 5 operatories, 1,470 sq. ft. office space. 2 assistants, hygienist, office manager, receptionist. Call Dr. Earl Douglas, 800-321-4540.



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NEW ORLEANS #6856 Gross \$135,328, 3 1/2 days, 3 operatories, 900 sq. ft. office space. Call Dr. Earl Douglas, 800-321-4540.

NEW ORLEANS #6918 Gross \$879,623, 5 days, 6 operatories, 2,500 sq. ft. office space. 3 assistants, 2 hygienists, office manager, 2 receptionists. Call Dr. Earl Douglas, 800-321-4540.

NEW ORLEANS #8005 Gross \$234,138, 4 days, 3 operatories, 1,000 sq. ft. office space. Assistant, receptionist. Additional plumbed but unequipped operatory. Call Dr. Earl Douglas, 800-321-4540.

SW LOUISIANA ORTHO #7049. Call Dr. Earl Douglas, 800-321-4540.

WEST BANK #6782 Gross \$281,944, 4 days, 3 operatories. Call Dr. Earl Douglas, 800-321-4540.

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



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ADA contract analysis

Available to members at no cost, the ADA Contract Analysis Service can help dentists by offering a plain-language analysis of contractual arrangements with third parties (i.e., dental benefit or management service organizations). To take advantage of this free members-only service, please call your state dental society. As a member, you may also request a copy of *What Every Dentist Should Know Before Signing a Provider Agreement*, a free ADA publication available from your state dental society.

ADA American Dental Association
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HONORED: Dr. Thomas Lallier, right, president of the New Orleans section of the American Association of Dental Research, presents the 2002 AADR Research Award to Dr. Mark Camp.

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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
November 15-16		"Faces and Early Orthodontic Treatment" w/Drs. Francis Miranda and Jerry Smith	14 hrs.	DDS \$ 495.00 Auxiliary \$ 145.00
November 15-16		"Advanced Restorative" w/Dr. Bernie Williams	14 hrs.	DDS \$ 465.00 RDH/DLT \$ 198.00 Auxiliary \$ 149.00
December 6-8		"Expanded Duty Dental Assistant" a/k/a "EDDA" w/Dottie Austin, CDA, EDDA	24 hrs.	Auxiliary \$ 369.00
December 7		"Radiology for Dental Auxiliaries" w/Drs. Thunthy & Hubar	07 hrs.	Auxiliary \$ 129.00
December 13		Last Chance VI w/Drs. Marty Zase, Ed Swift and C. Mason, RDH, C. Springstead, RDH and D. Victoriano, RDH	07 hrs.	DDS \$ 249.00 RDH \$ 129.00 Lab Tech \$ 149.00 Auxiliary \$ 95.00
DATE	2003			
January 3		"Incorporating Principles of Occlusion into Everyday Practice of Dentistry" w/Dr. Bernie Williams	07 hrs.	DDS \$ 295.00 Lab Tech \$ 195.00 Auxiliary \$ 145.00
January 10-12		"Level I-Cosmetic Dentistry Continuum" w/Drs. Eubank, Mopper, Morley, Chiche, et alia	72 hrs.	DDS* \$ 6,395.00 Auxiliary \$ 145.00
February 7-9				
March 14-16				
January 17-18		"Interdisciplinary Treatment Planning: A Systematic Approach" w/Dr. John C. Kois	14 hrs.	DDS \$ 665.00 Auxiliary \$ 185.00

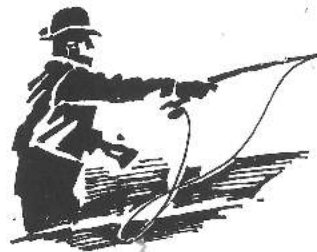
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