

NODA News

MISSION STATEMENT

To establish and maintain a cohesive organization that serves to promote the art, science, and professionalism of dentistry, and to communicate the value of oral health to the community.

VOL. XXVII SEPTEMBER NO. 6

'Organizing for Fun and Profit'

Sept 21
at LSUSD
7 p.m.

Speaker has published four books

Dr. Robert Westerman, who speaks on "Organizing for Fun and Profit" at the opening fall general membership meeting Wednesday, September 21 at 7 p.m. in the LSUSD Auditorium, is the author of four books, the *Classic Practice Series*, written on proven methods of success.

He holds several dental patents, has published numerous articles and manuals, and has lectured across the country.

Bob is a member of ADA, AGD, and LDA (House of Delegates). His honors include fellowship in the International College of Dentists and OKU.

Don't forget the \$50 free dues drawing at 7 p.m. Tickets are retained and a grand drawing for a full year's dues rebate will be held at the May '95 meeting.

Refreshments will be served. Sponsor of the meeting will be S.O.S. Technologies. Stop by the sponsor's table and say hello and thanks.



DR. WESTERMAN
... decision time is now

Dr. Westerman previews opening program

BY ROBERT D. WESTERMAN, DDS

We made it through dental school and hung out our shingle. The motivation could have been anything from a desire to help other people to fascination with the technical aspects of dentistry. Certainly, we thought it was a very worthy profession and we probably hoped we would wind up financially sound.

We had the dream to have a dental practice that is enjoyable and productive which delivers quality treatment to patients who have chosen us as their dentist. Maybe we have not reached those dreams. Maybe we have never envisioned how good our practice can be. One thing we do know about are the barriers that face us every hour of the day throughout our practice.

And now, new government legislation and taxes threaten to take their toll on our well-being. This could dampen our future and reduce our standard of living if we do not make common sense managerial decisions to change

our course for the better. If you think you are paddling your boat hard now, just wait and see what happens if we do not make some effective changes.

Most dentists report that they are not really prepared for all the business demands a budding practice requires, and this commonly continues through later years. "I just want to practice dentistry." "I don't want to do all the administration." "I want to have time for my family." These are all-too-common words, and the stresses of practice sometimes swamp the doctor, often resulting in burn-out.

We do not have to continue our present course not knowing what to do. By doing nothing we lose by default, so decision time is NOW. We can learn to apply some simple, but workable technology to make our office prosper or flourish. Otherwise, we will have a greatly reduced standard of living and skinny kids. The solution is to organize for practice enjoyment and profitability.

JURY DUTY

No more exemptions

The Louisiana Supreme Court has removed all categories of exemptions from rules governing selection of jurors in trial courts.

This means physicians, dentists, lawyers, policemen, firemen, members of the Armed Forces and National Guard, ministers and priests, veterinarians, pharmacists, optometrists and chiropractors, as well as persons over 70 years of age, formerly exempt, will have to serve unless excused by the judge, according to a release from the Board of Jury Commissioners, Parish of Orleans.

Existing rules have been retained which allow a citizen to be excused if jury duty would result in undue hardship or extreme inconve-

nience. No one will have to serve more than once in a two-year period. If a person is excused, he or she may be called again at a later date.

"All litigants in Louisiana courts are entitled to trial by a jury selected at random from a fair cross-section of the parish wherein the district court convenes. Automatic exemptions have made it increasingly difficult to select representative juries and have placed a disproportionate burden on those who are not exempt," said Court of Appeal Judge Melvin Shortess, chairman of the Juror Use and Management Committee, which recommended the action.

President's Message

Welcome back to *NODA NEWS*. I hope all of you have had a great summer.

The upcoming year presents us with many exciting opportunities and challenges. This past summer committees have met to outline and implement activities for the year. Thus, the purpose of this month's President's Message is to identify them and report our committee work.

Membership - Glen Dubroc, chairman. The committee is working diligently to contact persons with interest in our organization. One membership question often asked is, "What is NODA giving me for my dues?" I thought you might be interested in how the membership fee of \$680.00 is apportioned.

Please also note to the right I have listed corresponding telephone numbers so that you might call individual associations and voice your opinion as to how funds are being spent statewide and nationally. Let your voice be heard.

ADA	\$330	ADA 1-800-621-8099
LDA	\$250	LDA 1-800-388-6642
NODA	\$100	NODA 504-834-6449

As you can see NODA receives only \$100.00 of the total amount. Of this \$100.00, 25% is spent on printing and distributing nine issues of *NODA News* and providing each member with a roster so as to keep all of us informed. The remainder is applied to such member benefits as scientific programs, social functions, local public relations campaigns (National Children's Dental Health Month, Senior Smile Week) and community health ini-

BY
DEBRA C. ARNOLD, DDS

tatives which promote dentistry for all of us.

NODA's limited incoming funds are a result of the ADA meeting held in New Orleans this year which preempts our New Orleans Dental Conference. We are attempting to develop other sources of revenue to continue funding our local association's activities at their current level.

Public Relations - Jim Roethle, chairman. The committee is working to establish and build long-term backing (funding) for media promotion of dentistry on a local level. We are very much in need of support and sponsorship from you our members and from local businesses to generate funds. Please contact Jim with your ideas.

NODA Emergency Service - George Cerniglia, chairman. FYI: NODA Emergency Dental Service is no longer affiliated with Touro Infirmary. Our members who provide this service will have beepers. Please call our chairman, George Cerniglia, if you have any questions or to volunteer for this very worthwhile community service.

Scientific Program - Barry Goodspeed, chairman. The Scientific Committee has a great program designed for you this year. And to make sure that you don't forget, adhesive labels listing each month's activities will be mailed to you. They contain dates for general meetings with speakers on current topics of interest, as well as the date for the return of the NODA SKIT PLAYERS for PART DEUX at the new member dinner. Also this year we are implementing a series of lectures on financial strategies for which you will need to make reservations.

As you can probably tell, we have a full slate of activities in the coming months. As president, I encourage you to invest in your organization and continue to work as a unified body. Please recall from my first message in May the watchword for the year is "KAIZEN" - taking what you have and making it better. In line with this theme, my organizational goal is to improve the viability and strength of the New Orleans Dental Association and to move it to a self-sustaining basis.

This means that we work together not only to establish objectives but also to see to it that they are accomplished - always with a need to have revenues exceed expenses. As an example, you may have already noticed more paid ads in this issue of *NODA News*. It is our objective to continue to pursue additional ad revenue. Even our *NODA News* can and must be run on a self-sustaining basis.

Thank you for taking a moment to read this column. I look forward to working with you!

Mark Your Calendar

NODA GENERAL MEETING
Wed., Sept. 21, '94 - LSUSD - 7 p.m.
"Organizing for Fun and Profit"
Dr. Robert D. Westerman

ADA CONVENTION
October, '94
Ernest N. Morial Convention Center

NODA Staff Appreciation Night
Wed., Nov. 16, '94 - Southern Yacht Club -
7 p.m.
"Cultivating a Creative Mind"
Carol Cattone

NODA GENERAL MEETING
Wed., Dec. 7, '94 - LSUSD - 7 p.m.
"Restoring Implants"
Dr. Gerard Chiche

NODA GENERAL MEETING
Wed., Jan. 18, '95 - LSUSD - 7 p.m.
Dr. Darlene Bassett on "Educating With
Video"
Dr. Mike Maginnis on "Case Presentation"

NODA/Financial Learning Systems Seminar
"Financial Strategies for Successful
Retirement"
Jan. 19, 26; Feb. 2, & 9, '95.
R.S.V.P. 835-3491

NODA GENERAL/ELECTION MEETING
New Member Dinner - Smilie's Restaurant
Wed., Feb. 8, '95 - 7 p.m.
The NODA Players

NODA INSTALLATION DINNER
Sat., Mar. 25, '95 - 7 p.m.
Chateau Country Club
Dr. Randy Green

NODA/LSUSD TABLE CLINICS
Wed., Apr. 5, '95 - LSUSD - 7 p.m.
Dr. Richard S. Walker, Chairman

NODA CRAWFISH PARTY/DANCE
Fri., Apr. 21, '95 - 7 p.m.
American Legion Home
R.S.V.P. Required - 834-6449

NODA GENERAL MEETING
Wed., May 17, '95 - LSUSD - 7 p.m.
"Computer Basics" by
Dr. William Davenport
and a Computer Software Display

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BY DR. BARRY GOODSPEED
Scientific Chairman

You should have already received the sticker reminders for the upcoming 1994-95 scientific program. (Call the NODA Office at 834-6449 if you have not.) The Scientific Committee worked many hours this summer to develop this quality program.

The committee again has tried to give you what you want. The top surveyed topics in the May 1994 poll were the computer software display, restoration of implants and office management.

We are working on presenting a half day or full day seminar on practice management. Stay tuned.

As we did last year, we will continue to offer the \$50 dues rebate drawing at each meeting, the full year's dues rebate at the May meeting, as well as refreshments and continuing education vouchers.

We are also offering an additional incentive to attend the meetings: "Bring a Buddy" (someone who has not attended the previous two meetings) and earn an additional chance at the free dues drawing. All of these chances add up for the final full dues grand drawing.

Please note that the Louisiana State Board of Dentistry will begin requiring in January 1995 20 C.E. hours per year. Between the NODA general meetings and the New Orleans Dental Conference, you can satisfy all of these requirements without spending any extra dollars!

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Table clinic winners announced

Dental, dental hygiene, laboratory technology, and postdoctoral students presented 52 table clinics at the annual table clinic competition held at LSUSD in April.

Denean Cervini and G. Bradley Gottsegen won first overall and will represent LSUSD in national competition at the ADA conference in October.

In dental hygiene Erin Beier and Maritza Ayo won first with "The Hygienist's Role in Maintaining Cosmetic Dentistry." Lisa Tournillon and Tina Tyler were second with "Pets Have Teeth, Too!"

In the dental lab tech category Joseph Perry won first honors with "Indirect Laminate Resin Bonding vs. Porcelain Veneer for Esthetic Anterior Restorations." Joshua Fitzgerald was second with "Is Dicor All Its Cracked Up To Be?"

In the postgraduate category Drs. Gregory DeJean, Lauren Wallace, and Jonathan Lack were first with "Soft Tissue Management of a Child with Sturge-Weber Syndrome." Drs. Maria Teresa Velasquez, Simon MacNeill, and Susan McGuire won second with "Glanzmann's Thrombasthenia: Literature Review and Case Report."

In dental student clinical application, Anna Steed and John Lazzara took first with "Effectiveness of Radiographic Film Barrier Techniques." Troy King and David Colburn won second with "Treatment of Avulsed Teeth after Prolonged Periods of Time."



Denean Cervini and G. Bradley Gottsegen took top honors in the 1994 LSUSD Table Clinic competition.

In dental student research and basic science Denean Cervini and G. Bradley Gottsegen were first with "Anterior Maxillary Advancement Through the Use of Distraction Osteogenesis." Jayne Sanchez and Kim Meng won second with "Proteoglycans in TMJ."

The New Orleans Dental Association and Dentsply, Inc., were co-sponsors of the event.

NODA News is published every month with the exception of June, July and August. Deadline for ads and editorial material is the 10th of the month preceding publication. Ads and news should be sent to Dr. Kristi Soileau, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115.

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

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DR. JEANSONNE NAMED TO NATIONAL POST

Moving Up

Many NODA dentists have risen to prominence on the national scene. Now comes another.

Dr. Billie Gail Jeansonne has been elected a trustee of the Research and Education Foundation of the American Association of Endodontists. She was elected at the 51st annual session in Honolulu.

She has served AAE on the educational affairs committee and is its representative on the steering committee of the ADA's Continuing Education Recognition Program.

She also holds a distinction not shared by too many dentists: a Ph.D.



DR. JEANSONNE

Her doctorate in physiology was earned at the University of Alabama in 1973.

A former reviewer for the National Institutes of

Health's division of research and grants, she is well-published in her field, especially in her areas of interest: calcification, calcium hydroxide and osseous wound healing.

Her busy life and career have combined university teaching, private practice as well as marriage and a family.

She helped Drs. Ray Luebke and Bill Reeder set up the advanced education in endodontics program at LSU School of Dentistry and now serves as associate professor and the program director.

Dr. Jeansonne's path in dentistry started at Loyola where she was the only girl in her class. Following graduation in 1968 she taught high school for a while before taking up her doctoral studies at Alabama.

In 1981 she became certified as an endodontist and in 1992 earned her Diplomate from the American Board of Endodontists. Along the way came "eight or 10 years" of private prac-

tice, including several years with Dr. Reeder. She returned to fulltime teaching in 1990.

"Dentistry is an excellent profession. It offers lots of flexibility, lots of opportunity to do lots of things. Dentistry has allowed me to devote time to both my family and my profession," says Dr. Jeansonne.

She fondly remembers her professors and mentors: Dr. Ed Jeansonne, then Loyola dean; Dr. Allen Copping ("he gave me my first A"); Drs. Anthony Carimi, Rosa Carvel, Bob Eastman and Malburn Wilderman.

When he interviewed her, Dr. Jeansonne asked if she planned to get married. "Definitely not," she replied. (She married his son, Dr. Edmund Jeansonne, Jr., a fellow student.) They are the parents of three sons, Gregory, an engineer who also holds MBA and BS degrees; Christopher, just graduated with his BA in French, and Bradley, a student at the Savannah School of Art and Design.

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HYGIENISTS SLATE
'MOLARTHON II'

The New Orleans Dental Hygienists Association invites NODA members to compete in its second annual Molarthon Fun Walk/Run Sunday, October 23 on the streets of downtown New Orleans.

Molarthon II will take place beside the Morial Convention Center, site of the 1994 ADA convention.

Proceeds will go to the NODHA continuing education fund for use in defraying the costs of C.E. courses. A portion will be donated to "A Child's Wish," local charitable organization. For more details, see the October NODA News.



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Younger dentists joined in.



Thanks to LSUSD students.



Games, fun prevailed.

Scenes at Spring Crawfish Party



Thanks to Dr. Rappold.



Sign in, please!

Dentists and Attorneys

Because dentists are called to testify as experts in trials, or otherwise interact with attorneys, NODA News begins a series relating to the Inter-Professional Code for Physicians and Attorneys, State of Louisiana. Thanks to Dr. Wade North for suggesting this series and providing a copy of the Code.

MEDICAL REPORTS

The physician upon proper authorization, such as written permission by the patient, or as otherwise provided by law should furnish medical reports promptly. It should be realized that delays in providing medical information may prejudice the opportunity of the patient to settle his claim or suit, delay the trial of a case, or cause additional expenses, or loss of testimony.

The attorney should give the physician reasonable notice of the need for a report and clearly specify the information which he seeks.

It is then the responsibility of the physician to tell the attorney how much he will charge to prepare the requested report.

The physician is entitled to be reasonably compensated for the reports, conferences and testimony. The charge should be based on various considerations including time expended and customary fees and charges in the community.

If the attorney agrees personally to pay for the report, then the attorney is personally responsible for payment of the charges. It is considered acceptable practice for the physician

(Continued on page 6)

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DENTISTS AND THE LAW (Continued from page 5)

to insist on pre-payment of a reasonable fee from the attorney or the client for the reports.

When a report is requested from a physician, that physician should make every effort to render the report expeditiously. When advance payment is made, the physician should render a report within thirty (30) days of payment.

The medical reports so furnished should be complete and detailed as to nature and extent of injury, prognosis and residual impairment, if any. The report should be meaningful within the context of the request for same.

In writing the report, the physician should never attempt to be an advocate and should realize that his report is primarily intended to enlighten all parties on the medical facts in the case. In cases where special or extraordinary information is desired, a written request should be made.

Written authorization for rendition of a report shall be furnished when requested by the physician.

(MORE NEXT MONTH)

BULLETIN BOARD

DENTAL OFFICE FOR LEASE: Woodland Oaks Center, 2209 Lapalco Blvd., Harvey, La. The Mayfair Co., 833-1151.

GENERAL DENTIST and or specialist needed to share fully equipped and newly renovated office space and/or sublease Metairie location. Contact 885-8869.

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

NODA News

Kristi Soileau, Editor

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

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
September 16	"International Symposium on IN-CERAM" Dr. John A. Soerensen (This program is underwritten by a grant from the VIDENT Corporation)	Dentist	\$195.00
October 14-16	"Expanded Duty Dental Assistant" w/k/a "EDDA" Ms. Dorothy Austin	Auxiliary	\$369.00
October 15	"Radiology for Dental Auxiliaries"		Sold Out
October 29- November 6	Oral Surgery Review Course Cosmetic Surgery Review Course		*** ***
November 18-20	"Expanded Duty Dental Assistant" w/k/a "EDDA" Ms. Dorothy Austin	Auxiliary	\$369.00
January 14	"Radiology for Dental Auxiliaries"		\$ 95.00

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*** Please call (504) 948-8584 for fees not listed or for further information.
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