

NODA News

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NODA News November 2019

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MISSION STATEMENT

To maintain a cohesive organization that serves its membership by promoting the art, science and professionalism of dentistry, and by communicating the value of optimal oral health to the community.

VOL. 57 NOVEMBER '19 NO. 09

NODA News

President's Message

by Peter M. Tufton, D.D.S. – NODA President



Fall has arrived and we are still wearing t-shirts and shorts. Hopefully, when you read this edition it will be a little cooler. As dental professionals, I trust you provided dental friendly treats for Halloween. However, for those adult patients who have succumbed to re-living their youth and arrive in your office with a crown in their hand or a broken tooth, you take a look and say, "Should have known better."

It may be a Happy Thanksgiving or it may be the best Thanksgiving ever with the LSU/Alabama game this November. Win or lose, it is a time to reflect on our many blessings. our family, our friends, dental colleagues and the patients that have trusted their health to us. This year, Dr. Bob Barsley will not be physically here for this holiday, but he will always be in our memories.

Dr. Byron Ganucheau and his Nominating Committee will submit their list of nominees for President, President-Elect, 1st Vice President, 2nd Vice President, Secretary and Treasurer along with Board Members. The election of officers will take place at the December 16, 2019 General Membership Meeting

to be held at Chateau Country Club. NODA membership may submit their nominations to the NODA office. The new President-Elect will be asking NODA members to serve as Delegates to the LDA at the beginning of the New Year. It will take place at the Baton Rouge Marriott Hotel on March 21, 2020. If you have never served as a delegate, this is a great opportunity to get involved in NODA and see the working of the LDA.

The next General Membership Meeting will be held at the LSU School of Dentistry on November 20, 2019. It will be a free meeting with CE because of NODE. This is made possible because of your support of our Preferred Providers. Dr. Kevin Collins is always looking for members to volunteer for NODE. You will not want to miss this presentation on GC America's "New Preventive Treatment Options with MI Paste" and hygienists are also invited. Thanks to Patterson Dental for sponsoring Dr. Michael Block's excellent lecture "Navigating Every Implant - From Crestal Augmentation to Esthetic Cases with Digital Planning". You can learn more on the subject by signing up for his in-depth lecture on the subject during the New Orleans Dental Conference/Louisiana Dental Asso-

ciation's Annual Session on May 7-9, 2020 at the Hilton Riverside Hotel.

Happy Thanksgiving,

Peter M. Tufton, DDS, FACD, FICD

| |
|---|
| SAVE THE DATE! |
| NOVEMBER 20, 2019 General Membership Meeting <i>LSU School of Dentistry</i> |
| DECEMBER 18, 2019 General Membership Meeting <i>Chateau Golf & Country Club</i> |
| JANUARY 15, 2020 General Membership Meeting <i>Southport Hall</i> |
| FEBRUARY 19, 2020 General Membership Meeting <i>NODA Office</i> |
| MARCH 18, 2020 General Membership Meeting <i>LSU School of Dentistry</i> |
| APRIL 17, 2020 General Meeting & Crawfish Party <i>Southport Hall</i> |
| MAY 7-9, 2020 New Orleans Dental Conference/ LDA Annual Session <i>Hilton Riverside Hotel</i> |

Upcoming Scientific Programs

by Byron C. Ganuchau, D.D.S. - NODA Scientific Program Committee Chair

| DATE LOCATION TIME | SPEAKER TOPIC OBJECTIVES | SPONSOR |
|---|---|--|
| <p>November 20, 2019</p> <p>LSU School of Dentistry Administration Building Auditorium B - 4th floor 1100 Florida Avenue New Orleans, Louisiana 70119</p> <p>Check In: Begins at 6:00 pm</p> <p>Food: Served 6:00 - 7:00pm</p> <p>Business Meeting: 7:00pm</p> <p>CE Course: 7:20pm</p> <p>Fee: Member \$0 (early) Student \$0 (early) Resident \$0 (early) Applicant \$0 (early) Hygienist \$10 (early) Non-member \$45.00 (early)</p> <p>Member \$0 (late) Student \$0 (late) Resident \$0 (late) Applicant \$0 (late) Hygienist \$20 (late) Non-member \$55.00 (late)</p> <p>CE: 1.0 clinical hour Payment is required with registration, otherwise registration for the meeting is not guaranteed. A 25% administration fee will be applied to any refund request received prior to Monday, November 18, 2019. All no shows will be charged. All requests for refunds or cancellations must be received in writing no less than three days prior to the course. Refund requests will not be accepted after this deadline.</p> | <p>Speaker – Robin DiPace, BS</p> <p>Robin DiPace, BS, is a National Account Manager for GC America since 2007. She works closely with Dental Health Professionals to introduce and implement Minimum Intervention Dentistry. Utilizing her over 29 years dental hygiene sales experience with preventative products, her focus is on maximizing patient care and increasing production with GC America's MI Paste and FUJI Triage.</p> <p>Topic – “New Preventative Treatment Options with MI Paste”</p> <p>Maximize on patient care and increase production! MI Dentistry protocols refer to the medical versus surgical approach of treating caries. Learn about Recaldent™, clinically proven to reverse active lesions, and the indications for use. How & why CPP-ACP (Casein Phosphopeptide – Amorphous Calcium Phosphate) works will be discussed as well as how to implement into practice for all indications.</p> <p>Learning objectives: At the end of this session, the attendee will:</p> <ol style="list-style-type: none"> 1.) Describe the caries process. 2.) Learn remineralization strategies for reversing incipient lesions with CPP-ACP/MI Paste. 3.) Discuss how and why MI Paste works. 4.) Learn how to implement into day to day treatment planning. 5.) Understand the income potential when incorporating MI Paste into daily patient care. | <p>New Orleans Dental Enterprises, LLC Dr. Kevin J. Collins Committee Chair 2121 N. Causeway Boulevard, Suite 153 Metairie, Louisiana 70001 504/834-6449 collinskevinjdds@bellsouth.net www.nodental.org/preferred-providers</p> <p>Darby Dental Supply Vance Rudnet Senior Account Manager 3300 University Drive, Suite 250 Coral Springs, Florida 33065 1-800-448-7323 Ext. 2124 vance.rudent@darbydentalsupply.com www.darbydental.com</p> <p>GC America, Inc. Robin DiPace, BS National Account Manager 3737 West 127th Street Alsip, Illinois 60803 708/926-3152 Robin.DiPace@gc.dental www.gcamerica.com</p> |

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ADA Sets Record Straight on Status of Petition to FDA Regarding SmileDirectClub

Statement may be attributed to Chad Gehani, DDS, President, American Dental Association

The American Dental Association (ADA) believes the public has a right to accurate information concerning the status of its pending citizen petition submitted to the U.S. Food and Drug Administration (FDA) about SmileDirectClub, LLC's direct-to-consumer plastic teeth aligner business. SmileDirectClub's (SDC's) inaccurate public statements that the ADA's petition has been "shut down" or "dismissed" may deter customers who have experienced clinical problems in connection with SDC's aligner "treatment therapy" from reporting their negative experiences to the FDA.

SDC's public misstatements, including in its Oct. 4 press release, are apparently based on a May 30, 2019 letter from the FDA to the ADA. The letter, which can be viewed at the citizen petition landing page, did not reject or dismiss any substantive aspect of the ADA's citizen petition. The FDA's letter explains:

"We appreciate the information [the ADA] provided. Such information is often helpful for us to identify problems with marketed products and possible violations of the laws and regulations that we enforce. We take complaints seriously and we will evaluate this matter to determine what follow-up action is appropriate."

The letter further explains that the FDA does not initiate enforcement actions on behalf of petitioners. Instead, the FDA

reviews the submitted evidence and decides for itself what action to take. All substantive issues raised by the ADA's citizen petition remain fully before the FDA at this time. The comment period for the public to address the petition and for the ADA to supplement the petition is open until Oct. 22 at 11:59 pm.

Further proof of the continuing pendency of the ADA citizen petition is SDC's acknowledgement of it in the "Risks Related to Legal and Regulatory Matters" section of SDC's August 12, 2019 S-1 filing with the U.S. Securities and Exchange Commission. Had the FDA dismissed the ADA's citizen petition, there would have been no reason for SDC to mention the petition in its securities filing, and certainly not to identify the regulatory proceeding as one of SDC's existing "risks."

The ADA submitted its citizen petition and a complaint letter to the Federal Trade Commission's (FTC) Bureau of Consumer Protection out of concern for public safety and customer recourse in the event of negative outcomes from SDC's orthodontic "treatment therapy." Plastic teeth aligners are designated by the FDA as a Class II medical device requiring a prescription. The ADA believes SDC is placing the public at risk by knowingly evading the FDA's "by prescription only" restriction.

In lieu of having dentists review patient dental records or

perform any sort of patient exam (whether using teledentistry or otherwise) before prescribing orthodontic treatment, SDC instead requires customers to self-report their dental condition. As the ADA explains in its citizen petition, customer self-reporting does not meet the applicable standard of care because it does not satisfy a dentist's requisite professional due diligence. Put simply, SDC and the small number of "SDC-affiliated" dentists have no way of knowing whether a lay consumer's self-reported dental condition is accurate, informed, or true in any respect.

Moving teeth without knowing all aspects of a patient's oral condition has the potential to cause bone loss, lost teeth, receding gums, bite problems, jaw pain, and other issues. Despite these potentially serious outcomes, SDC requires its customers to hold the company harmless from any negative consequences, as the ADA points out in its FDA citizen petition and FTC complaint letter.

In addition to these public health concerns, the ADA's letter to the FTC cited various SDC practices the ADA believes to be deceptive under section 5 of the Federal Trade Commission Act, including:

- Informing purchasers they have recourse against SDC via arbitration, when the same document includes a "small print" provision

ADA Sets Record Straight on Status of Petition to FDA Regarding SmileDirectClub - Con't.

Statement may be attributed to Chad Gehani, DDS, President, American Dental Association

obligating the customer to waive any and all rights the customer “or any third party” may have against SmileDirectClub.

- Soliciting customers by claiming that SDC aligners will correct their overbite, underbite, and crossbite conditions, or their “extreme” malocclusion. But after customers complain about poor clinical outcomes, SDC invokes other documents stating that its aligners cannot treat bite conditions at all and can only treat mild to moderate teeth misalignment, not “extreme” misalignment.

- Claiming that SDC customers receive the same level of dental/orthodontic care as actual dental patients, when in fact SDC


and its affiliated dentists provide virtually no care and, contrary to its claims, SDC does not use teledentistry.

The ADA considers it our public duty to make the relevant regulatory agencies aware of these facts, so those agencies can be fully informed and consider whatever actions they deem appropriate.

The FDA’s MedWatch voluntary reporting form may be used by both consumers and health care professionals to report poor clinical outcomes associated with medical devices, including plastic teeth aligners. The FTC also offers consumers an online form to report complaints about unfair and deceptive business practices on its website.

About the ADA

The not-for-profit ADA is the nation's largest dental association, representing 163,000 dentist members. The premier source of oral health information, the ADA has advocated for the public's health and promoted the art and science of dentistry since 1859. The ADA's state-of-the-art research facilities develop and test dental products and materials that have advanced the practice of dentistry and made the patient experience more positive. The ADA Seal of Acceptance long has been a valuable and respected guide to consumer dental care products. The monthly *The Journal of the American Dental Association (JADA)* is the ADA's flagship publication and the best-read scientific journal in dentistry. For more information about the ADA, visit ADA.org. For more information on oral health, including prevention, care and treatment of dental disease, visit the ADA's consumer website MouthHealthy.org




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Seeking Nominations for NODA Honor Dentist

by Glenn C. Dubroc, Jr., D.D.S. -
Honors & Awards Committee
Chair

The New Orleans Dental Association Honor Dentist award is presented annually "in recognition of outstanding contributions and exemplary conduct in the profession of dentistry." You are encouraged to submit nominations of a member or members that you feel are deserving of NODA's most prestigious honor. The deadline for nominations is Wednesday, November 20, 2019.

Your nomination should list some of the nominee's professional and personal accomplishments and include a brief explanation why you believe he or she is deserving of the Honor Dentist award. Mail your nominations to the attention of Dr. Glenn Dubroc, Honors & Awards Committee Chairman, c/o New Orleans Dental Association, 2121 N. Causeway Blvd., Suite 153, Metairie, LA 70001. You may also fax your nomination to 504/838-6909 or e-mail it to andrew@nodental.org. No nominations can be accepted after November 20, 2019. The recipient will be announced at the January 15, 2020 General Membership meeting and in the February 2020 edition of NODA News.

NODC/LDA 2020 Vision of Dentistry's Future

by James E. Burns, D.D.S. – NODC/LDA Annual Session Committee Chair



As I explained last month, the Conference committee is working hard on making the 2020 New Orleans Dental Conference/Louisiana Dental Association's Annual Session as attendee friendly as possible. As a committee, we are aware that the future of our Conference is dependent on our young dentists. With this, we have decided to extend the years of our NEW DENTIST registration waiver. In the past, the registration fee was waived for dentists out of school TWO years or less. In 2020, the registration fee to dentists out of school FIVE years or less will be waived. With Thursday's session price being \$63, Friday's session price being \$68 and Saturday's being \$58; a dentist fitting into this category can get up to 18 hours of fantastic C.E. for \$21 per hour. With this great deal, our hope is that we can attract more young dentists to experience the friendship and fellowship that comes along with our Conference.

NORMALEE WARD DISTINGUISHED SPEAKER

It goes without saying that the first speaker that I will introduce will be the Normalee Ward Distinguished Speaker. Nobody has meant more to this Conference than Normalee. Most of you reading this have fond memories and great stories of her. The speaker we

picked this year is SANDY PARDUE. Sandy is the Director of Consulting with Classic Practice Resources. The reason Sandy was chosen, besides being a dynamic speaker, is her 25 years of experience helping dental practices grow as well as her love of this Conference. She will be speaking on opening day, Thursday, May 7th. The morning session will be "Front Office Mastery" and the afternoon will be "Supercharge Your Practice". Both of these sessions are great for the whole team to see. Sandy will be one of the cornerstones of a diverse lineup of speakers we have picked for attendees of the 2020 Conference. The description of Sandy Pardue's sessions, as well as all other sessions, can be seen at www.nodc.org. Also, don't forget to follow the New Orleans Dental Conference on Facebook and Instagram. Have a wonderful day everybody!

NODA News is a
publication of the
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2121 N. Causeway
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Metairie, LA 70001.

Phone (504) 834-6449.

Remembering Dr. Charles Sicard

Dr. Charles Richard Sicard passed away peacefully and surrounded by the love of his family in Macon, GA on October 1, 2019. He was born on November 10, 1933 in New Orleans, LA, to Arthur Raymond Sicard and Clementia Mae (Miller). For most of his life Charles (known as Chuck to friends and family) lived in New Orleans, later moving to Mandeville. Charles graduated from Metairie High School in 1952 and attended Loyola Dental School on the Navy ROTC bond, graduating with a Doctor of Dental Surgery degree in 1958. He was stationed at Naval Base San Diego in California for two years of service.

In 1959, he married his college sweetheart and the love of his life, Cynthia (Newman), who joined him in California where their first child, Robin, was born. They had two more children, Debbie and Scott, after they returned to live in New Orleans. Charles was a loving husband and father, professional and caring dentist, an accomplished businessman, and a genuine and well-loved brother, friend, and colleague. He was active in many professional organizations, as well as in his college fraternity, Xi Psi Phi. He and Cynthia participated in many social clubs and philanthropic organizations. He enjoyed many hobbies, activities, and past times, including tennis, sailing, and golf. From his father, Charles learned to love working with his hands and could build or fix just about anything. He was always teaching himself a new skill and/or working on a side project. He co-designed and supervised the building of his

own dental professional building, a self-storage facility, and the health club in the Stewart Capital building. He and Cynthia travelled extensively throughout North America, Canada, Central America, Eastern and Western Europe, and the Caribbean. In their advancing age, it became necessary for the couple to move to Macon, GA where their daughter, Debbie, and son-in-law, Bowden, care(d) for them.

Charles is survived by his wife, Cynthia; his children, Robin, Debbie (Bowden), and Scott (Laura); his four grandchildren, Davis (Caroline), Matt, Lindsey, and Grace; his older brother Raymond (Joan) and twin brother Jack (Jean). The family would like to express their appreciation to the memory care staff at the Phoenix at Lake Joy as well as to the team at Pine Pointe Hospice who provided such caring and loving assistance in the final months and days of Charles' life.

Remembering Dr. Robert Belou

Robert H. Belou, DDS, passed away peacefully at home on Tuesday, October 1, 2019, at the age of 77. He is survived by his wife, Dale Mau ray Belou; four children, Melissa Belou Scallan (John), David Graham Belou (Kerry), Christopher John Belou (Mari) and Laura Belou Orwick (Ozzy); ten grandchildren, Jordan, Rachel and Connor Scallan; Graham, Anna, Reed and Julia Belou; and Miles, Emily and Nolan Orwick; two sisters, Helen Mary Noto and Jeanne Marie Fant. Robert was preceded in death by his parents, Helen Graham Belou and St. Cyr William Belou; and two brothers, William St. Cyr Belou and Frederick Adam Belou. Robert was a graduate of DeLa Salle High School and Loyola Dental School. He was an avid sportsman and fisherman, who enjoyed the outdoors.

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VISION OF DENTISTRY'S FUTURE

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SATE THE DATE: May 7 - 9, 2020

- Visit our website for updated speaker and activities information: www.nodc.org
- Like our Facebook page: [@NewOrleansDentalConference](https://www.facebook.com/NewOrleansDentalConference)
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October General Membership Meeting

Jefferson Orleans South

Photos courtesy of Gina Brewer, NODA Staff



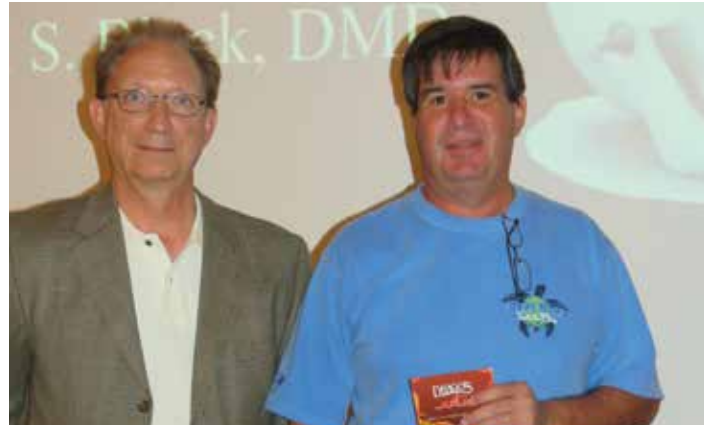
Dr. Vincent DiLeo, Jr., Peter Tufton and James Burns.



Dr. Jeffry Leeson, Dr. Byron Ganucheau, speaker Dr. Michael Block and Dr. Vincent DiLeo, Jr.



Dr. Linda Cao (Patterson Dental gift winner), JoDee Brown & Jonathan Jones (Patterson Dental sponsor representatives) and Dr. Peter Tufton (Patterson Dental gift winner).



NODE Chair Dr. Kevin Collins and Dr. Brett Madere (NODE gift card winner).

LDA New Building Ribbon Cutting Ceremony



Bulletin Board

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room). The building has an elevator. Plenty of onsite parking. Contact Al Oglesby, CCIM, CPM®, CEA at The ALCOR Group Office: 504/887-2800 ext. 201 | Cell: 504/416-3555 | Email: Al@alcorgroup.com

GENERAL DENTISTS NEEDED (New Orleans & Greater Baton Rouge Areas)

Whether you are a recent dental school graduate or a current practitioner interested in pursuing new opportunities, Louisiana Dental Center offers dentists the ability to perform in an autonomous and collegial atmosphere without the burden of managing a practice. With numerous up-to-date facilities scattered across southern Louisiana, our practice is in a unique position to offer flexible schedules and working options for the general dentist or specialist. If you’re interested in joining our team of professionals, please contact Terry Ernst at 985/893-2240 or fax CVs to his attention at 985/893-2629.

ORAL SURGEON AND PERIODONTIST NEEDED (Baton Rouge Area)

Louisiana Dental Center, a well-established and fast-growing group dental practice, is seeking an Oral Surgeon for its Denham Springs and Gonzales locations and a Periodontist for its Denham Springs and Zachary locations. Please contact Terry Ernst at 985/893-2240 or e-mail CV to ternst@ladentalcenter.com.

SATURDAY GENERAL DENTISTS

Louisiana Dental Center is seeking General Dentists to work Saturdays at its locations in the Greater New Orleans area. If you’re interested in joining our team, please contact Terry Ernst at 985/893-2240 or e-mail CV to ternst@ladentalcenter.com.

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Continuing Dental Education



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i If you live 120 miles (or more) from the course location, a **Video Conference option** is available for this course. Video Conference registrations can **ONLY** be processed by phone.

| Date | Course Information | Registration Fees* | Hours |
|----------------------|---|---|--|
| December 6, 2019 | Last Chance Course: Be Aware of Wear (morning topic) / What's a Dentist to Do (afternoon topic) Presented by Dr. Thomas E. Dudley at <i>LSU School of Dentistry</i> | Early Bird / Regular / On-Site Dentist: \$295 / \$325 / \$350 Hygienist: \$175 / \$205 / \$230 Dental Assistant: \$95 / \$115 / \$140 | 7 clinical (lecture) |
| December 6-7, 2019 | The Many Faces of Orofacial Pain: Beyond TMD Presented by Drs. Brotman, Ehrlich, Fermo, Glasser, Gremillion, Spencer, and Wilson at <i>LSU School of Dentistry</i> | Dentist: \$2,037 Physical Therapist: \$2,037 Physician: \$2,037 | 14 clinical (lecture) |
| December 13-15, 2019 | Expanded Duty Dental Assisting (EDDA) - New Orleans Presented by Jenny Rayborn, EDDA; Dana Williams, CDA, EDDA; and Tonicia Reeves, EDDA at <i>LSU School of Dentistry</i> | Assistant: \$650 | 24 clinical (12 lecture, 12 participation) |
| January 31, 2020 | LSU Day Lake Charles: The Oral Cavity Under Acid Attack Presented by Dr. Marc Geissberger at <i>L'Auberge Casino Resort Lake Charles</i> | Early Bird / Regular / On-Site Dentist: \$295 / \$325 / \$350 Hygienist: \$175 / \$205 / \$230 Dental Assistant: \$95 / \$115 / \$140 | 7 clinical (lecture) |

**Consult our website for Early Bird, Regular, and On-Site Registration cut-off dates and times.*

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