

NODA News

Volume 53 | Number 3

Article 1

2015

NODA News March 2015

Follow this and additional works at: <https://commons.ada.org/noda-news>

Recommended Citation

(2015) "NODA News March 2015," *NODA News*: Vol. 53: No. 3, Article 1.
Available at: <https://commons.ada.org/noda-news/vol53/iss3/1>

This Full Issue is brought to you for free and open access by ADACCommons. It has been accepted for inclusion in NODA News by an authorized editor of ADACCommons. For more information, please contact commons@ada.org.

NODA News

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. 53 MARCH '15 NO. 03

President's Message

by Donald P. Bennett, D.D.S. – NODA President



Hello everyone,

I trust that all had a safe and enjoyable Mardi Gras. Now that the big event has passed, I hope

everyone's lives (and schedules!) return to normal.

That should be the case for NODA, as we return to our normal timeframe for our General Membership meetings. The March meeting will be Wednesday, March 18th at Five Happiness Chinese

Restaurant and will feature Dr. Neil Warshawsky speaking about minor tooth movement with clear aligners and will be sponsored by Dentsply International.

March the 7th will be the date for the NODA President's Installation Banquet at English Turn Golf & Country Club. Please make plans to attend this fun event. The cost is \$75.00 per person.

If you haven't yet registered for the 2015 New Orleans Dental Conference/Louisiana Dental Association's Annual Session, there is still time. The deadline for online pre-registration is March 17th. The

conference this year will be April 9-11, and will be held in Hall G of the New Orleans Morial Convention Center. There is a great lineup of speakers again this year.

Also, April 22nd will be Dentist's Day at the Legislature in Baton Rouge. Let's make a big impression on our Representatives and Senators! See you there!

your profession
your future™
your association

Recipient of 2014 Victor B. Marquer Award

by Glenn C. Dubroc, Jr., D.D.S. – NODA Honor & Awards Committee Chair

The New Orleans Dental Association's Executive Director, Mr. Andrew Hale, is the recipient of the 2014 Victor B. Marquer Award. The Marquer award is bestowed in recognition of an individual's distinguished and dedicated service to the New Orleans Dental Association. The award was last conferred in 2004 and includes recipients such as Mr. Charles Brennan (1990), Mrs. Normalee Ward (1995), Mr. Tony Abadie (1998), Mrs. Marie Bordenave (2000) and Mrs. Paulette Fontenette (2004), among others. Mr. Hale became Executive Director of NODA in February 2007. He was integral in assisting the organization

return to normal operations following hurricane Katrina and the subsequent loss of the prior Executive Director, Mrs. Mona Whittington (a 1995 Marquer award recipient). When asked to describe Andrew's contributions to our organization, Past NODA Presidents used words such as invaluable, systematic, meticulous, inventive, and reliable. Said one member of the Board of Governors, "Andrew has the unenviable challenge of navigating a myriad of personalities and management styles as our organization moves from one President to the next, one Board to the next. If it stresses him, he doesn't show it." Said a

committee chairman, "Andrew clearly understands the role of the Executive Director and does it well. He implements the will of the governing body and makes our organization stronger. He also makes it easier and more enjoyable to be a committee volunteer. He is efficient, so you know he is not going to waste your time." The general consensus of our organization's volunteers is that Andrew Hale's dedication, resourcefulness and work ethic make him an essential component of the NODA team and a most worthy recipient of the Victor B. Marquer Award. On behalf of all of the members of NODA, we thank and congratulate you, Andrew.

Upcoming Scientific Programs

by Richard L. Owens, Sr., D.D.S. - NODA Scientific Program Committee Chair

DATE LOCATION TIME	SPEAKER TOPIC OBJECTIVES	SPONSOR
<p>March 18, 2015</p> <p>Five Happiness 3605 S. Carrollton Avenue New Orleans, LA 70118 504/482-3935 www.fivehappiness.com</p> <p>Check in: 6:30 pm Start time: 7:00 pm</p> <p>CE: 1 clinical hour</p>	<p>Speaker – Neil M. Warshawsky, D.D.S., M.S. Dr. Warshawsky is a Chicago native who founded Get It Straight Orthodontics. A board certified orthodontic specialist since 1992, he has over 15 years of experience with cleft palate and craniofacial cases, and lends his support to craniofacial teams in the greater Chicago area. His practice uses state-of-the-art orthodontic treatments to deliver healthy, aesthetic results, and works with children from as young as two weeks old to grown adults who wish to correct lifelong malocclusions.</p> <p>Topic – “All Clear Aligners Are The Same, Right? Wrong!”</p> <p>This lecture will review the 3 ways that all clear aligners can move teeth. It will concentrate on reviewing the Minor Tooth Movement System which relies on force points to move teeth. The lecture will review both the design as well as the implementation of clear aligner therapy. Many clinical examples will be showed throughout the lecture to demonstrate the principles discussed.</p> <p>Course Objectives:</p> <ol style="list-style-type: none"> 1.) The 3 main components of Minor Tooth Movement will be presented. 2.) Understand the difference between broad surface pressure and force points. 3.) The 5 Core Moves with regards to using clear aligners to move teeth will be discussed. 4.) Torqueing, tipping, and staging of teeth will be discussed. 5.) Interproximal Reduction and Air rotor stripping will be discussed. 6.) Multiple clinical cases will be demonstrated to allow participants to understand clinical implications of using clear aligners. 	<p>DENTSPLY Raintree Essix Justin McKenzie Territory Sales Representative 7920 26th Court East Sarasota, Florida 34243 800-883-8733 713/444-9274 justin.mckenzie@dentsply.com www.essix.com</p>

Research Study in LSUSD Department of Periodontics

Recruiting Aggressive Periodontitis Patients for Research Study in LSUSD Department of Periodontics

Aim: The aim is to study correlations between bacterial profiles and specific genetic changes in individuals with aggressive periodontitis.

Typical features of Aggressive Periodontitis: moderate to severe bone loss and attachment loss around first molars and incisors (localized type) or moderate to severe bone loss and attachment loss involving all or many teeth (generalized type) at an early age in otherwise healthy individuals.

Qualifying Criteria: Patients must be African American in the age range of approximately 11-35 years with clinical and radiographic features of Aggressive type of Periodontitis (AKA

Juvenile or Early onset periodontitis). Patients should not have received any periodontal treatment for the last 6 months and must be otherwise healthy.

What will be done: Patients will be screened for eligibility. If they qualify and consent, a small blood sample (~5ml), plaque samples and pocket lining tissue samples will be collected just before scaling and root planing. Postgraduate fees for either: full mouth scaling and root planing or for one required surgical procedure (excluding cost of materials) will be waived, based on specific patient requirements. Please contact Dr. Pooja Maney: pmaney@lsuhsc.edu or call 614/657-7071 if you would like to refer a patient who may qualify for this study.

SAVE THE DATE!

MARCH 18, 2015

General Membership Meeting
Five Happiness

APRIL 9-11, 2015

New Orleans Dental Conference/
LDA Annual Session
New Orleans Convention Center

MAY 15, 2015

Crawfish Party
Southport Hall

MAY 20, 2015

General Membership Meeting
Jack Dempsey's

SAVE THE DATE 2015 NODA / NODE FALL ALL DAY SEMINAR AND OPTIONAL 2ND DAY HANDS ON TRAINING

By Richard L Owens, Sr., D.D.S. – NODA President-Elect



FRIDAY OCTOBER 30TH

**LASERS IN DENTISTRY:
SEPARATING THE HYPE
FROM THE FACTS**

**FEATURING ---- ROBERT A.
CONVISSAR, D.D.S.**

Eight (8) Hours of CE – For
Dentists, Hygienists, and Staff –
Unlimited Attendance

Location: The Rose Garden, 5616
Citrus Blvd. | River Ridge, LA
70123 | 504/737-1300

Course Objectives and Content can
be viewed at
www.FullSpectrumSeminars.com.

Seminar Fees, including Meals:
NODA Members -----\$60
ADA Members -----\$100
Non-ADA -----\$150
Staff -----\$60

Register and Make Checks Payable
to: NODA, 2121 N. Causeway
Blvd., Suite 153 | Metairie, LA
70001

Sponsored By:

LightScalpel, LLC
pvitruk@lightscalpel.com
www.lightscalpel.com

Oral ID
rwhitman@oralid.com
www.oralid.com
**New Orleans Dental Enterprises,
LLC (NODE)**
dr.collins@cox.net
www.nodental.org

AND MORE TO COME!!

SATURDAY OCTOBER 31ST

**DR. ROBERT A. CONVISSAR'S
HANDS-ON TRAINING
STANDARD PROFICIENCY
LASER CERTIFICATION**

Registrants Must Have Attended
the All-Day-Seminar.

Limited to the First Thirty
Registrants

Five (5) Hours of Hands-On
Participation CE ---- Location TBD
Soon

**2nd Day Training Fees, including
Meals:**
NODA Members -----\$250
ADA Members -----\$250
Non-ADA -----\$350

Training and Content can be viewed
at
www.FullSpectrumSeminars.com
Registration and Payment
Instructions Available Soon at
www.FullSpectrumSeminars.com

Click on Link: **“Registration for
NODA Members 2nd Day
Certification”**

Sponsored By:

LightScalpel, LLC
pvitruk@lightscalpel.com
www.lightscalpel.com

Oral ID
rwhitman@oralid.com
www.oralid.com

AND MORE TO COME!!

Academy of General Dentistry
PACE Program Approved for
Continuing Education

NODA News is published
every month with the excep-
tion of June and August.
Deadline for ads and editorial
material is the 10th of the
month preceding publication.
Ads and news should be sent
to: info@nodental.org

NODA News is a publication
of the New Orleans Dental
Assn., 2121 N. Causeway
Blvd., Suite 153, Metairie, LA
70001. Phone (504) 834-6449.

Children's Dental Health Month

Greetings to all NODA Members,

February was an exciting Children's Dental Health Month. As your NODA Children's Dental Health Month Committee Chairman, I am happy to discuss the events we planned to raise awareness and provide dental care to under-served children for Children's Dental Health Month.

On Friday, January 30, 2015, the 7th Annual Give Kids A Smile event was held at LSU Dental School. LSU Pediatric Dentistry faculty Dr. Kimberly Patterson organized a team of volunteers including 182 dental, hygiene, and pre-dental students as well as 18 LSU faculty, NODA dentists, and LSU Dentistry residents to advise the students during screenings. All in all, there were 217 people, including dental assistants and staff, on hand for this great event.

Approximately 99 kids, grades 3 through 5 from Medard H. Nelson and Gentilly Terrace Charter schools were rotated through three stations including dental screening, oral health instruction, and NFL Play 60. Dental students and volunteer dentists provided dental screening as well as prophys and fluoride treatment. Dental hygienists and hygiene students discussed oral hygiene tips and healthy food choices using displays, games, and videos. NFL Play 60 again joined to get out the message about 60 minutes of play each day to have a healthy body. Members of the New Orleans Saints organization put the kids through football drills that included jumping, running,

tackling, and passing the football. NFL Play 60 promotes physical activity to combat childhood obesity.

Of the 99 students screened, 11 children presented with emergency dental needs including pain or abscesses, and 68 children were found to have urgent dental needs included cavities and recommendations for sealants or orthodontic consultations. Detailed information about the results of the oral health screening went home to the parents. The LSU Pediatric Dentistry department has been in contact with parents of these children to recommend follow-up care.

Meanwhile, at Children's Hospital ADA posters and NODA bags filled with toothbrushes and toothpaste were handed out to patients with NODA member Dr. Pamela Shaw coordinating this event with LSU Dental students and pediatric dentistry residents.

It was a successful Children's Dental Health Month and I want to thank all those involved that helped with all of our Give Kids a Smile events.

Captions for the enclosed pictures provided generously by Leslie Capo: GKAS faculty/student picture: LSU School of Dentistry D4 student Matthew Leftwich, Dr. F. Thomas Giacona, D4 student John Lewis III, and the Amazing Spiderman pause to give a thumbs up for Give Kids a Smile.

GKAS after smile: A Gentilly Terrace Charter School student models her pearly whites after LSU Dental students provided

her with a prophy, exam and fluoride treatment.

GKAS Play 60 drill: A Gentilly Terrace Charter School student shows off her football moves as she dives to catch a football thrown to her by a New Orleans Saints NFL Play 60 staff member.

Toothfairy/Tooth/Tb: Carolyn Nguyen, Flor Nova, and Morgan Lee dressed up as the Toothfairy, a Toothbrush, and a Tooth. These LSU School of Dentistry DH1 students are entertaining students from Medard H. Nelson school.

**WE WANT
YOUR
NEWS!!**

**Anyone knowing of
any dentist who
has made a signifi-
cant contribution,
gained an elective
or appointive
office, written an
article, delivered a
paper, or
rendered unusual
public service,
please let us know!**

info@nodental.org

Give Kids A Smile

LSU School of Dentistry

Photos courtesy of Leslie Capo.



After smile.



Faculty and student.



Play 60 drill.



Toothfairy.

2015 UPCOMING ANNUAL CRAWFISH PARTY

by Richard L Owens, Sr., D.D.S. – NODA President Elect



The New Orleans Dental Association's Annual Crawfish Party will be held on Friday, May 15th from 6:00pm - 10:00pm at

Southport Hall (www.newsouthport.com), located at 200 Monticello Avenue, Jefferson, LA 70121.

There will also be jambalaya, vegetable trays, fruit trays, sandwiches, and plenty of cookies, brownies, and other snacks for the children. There will also be a caricature artist from 6:30pm - 9:30

pm performing complimentary facial sketches. Come have a good time!! The crawfish party is free to all NODA members. The first guest is \$10.00 and any additional guest is \$20.00 for each staff guest or family member age 6 and over.

Register, RSVP and send in list of each guest with you and make checks payable to:

NODA
2121 N. Causeway Blvd.,
Suite 153
Metairie, LA 70001

Don't Miss Out – We Do Not Want to Miss You!!

Sponsored in part by the following companies:

DARBY DENTAL SUPPLY LLC

Vance Rudnet - Senior Account Manager
3300 University Drive, Suite 250
Coral Springs, FL 33065
Phone: 1-800-448-7323 Ext. 2124
Fax: 1-800-329-3272
vance.rudnet@darbydentalsupply.com
www.darbydental.com

BROWN & BROWN INSURANCE

Stormy Blair, AU - Vice President
3840 Highway 22, Suite 300
Mandeville, LA 70471
985/674-3882
1-888-503-5547
stormy@ellis4u.com
www.ellis4u.com

NEW ORLEANS DENTAL ENTERPRISES, LLC

Dr. Kevin J. Collins - Chairman
2121 N. Causeway Blvd., Suite 153
Metairie, LA 70001
504/834-6449
dr.collins@cox.net
www.nodental.org

AND MORE TO COME!!

As you look into the future of your practice,

you can rest assured that the LDA-endorsed insurance programs are there to help protect you, your family and your practice. Offering competitive prices on top quality benefits, your LDA insurance portfolio includes:



- Major Medical
- Long Term Disability
- Long Term Care
- Business Overhead Expense
- Life
- Personal Excess "Umbrella"
- Professional Liability
- Employment Practices Liability
- Workers Compensation
- Business Office Package
- Flood
- Cyber Liability



To learn more, contact your LDA insurance representative at:

BROWN & BROWN OF LOUISIANA, LLC
Association Services Professionals

1-888-503-5547



"Local People...National Strength"

"In Memoriam"

Dr. Joseph D. Kirn

NODA would like to extend to his family and friends their sincere sympathy. He will be missed by his fellow dentists.

Keys to Managing Your Cash Flow

by Lynne Leggett – Dental Consultant @ Victory Dental Management



One of the biggest complaints I hear from my clients is the time it takes to get paid from insurance companies. For the average practice, insurance payments represent approximately 50% of their generated income. Therefore, the length of time it takes to get paid for claims has a significant impact on your cash flow. The more time spent processing claims, the longer the negative impact to your cash flow.

Before I started my own consulting business, I worked as a Practice Administrator and have used similar systems to get paid from insurance companies. If your practice files claims on your patients' behalf, please make it a goal to get paid as soon as possible. This can be accomplished by using a vendor like ClaimX by ExtraDent. Utilizing a product like this will enable you to manage the claims process faster and more accurately, thereby improving your cash flow. Look for a vendor that provides the following capabilities: electronic eligibility, electronic claims, claim status, claim tracking, detailed reports, ERA's, WatchDog, and patient statements.

There are several things that you can do to reduce the time between submitting the claim and receiving payment. I suggest a daily review of the upcoming schedule and running an electronic eligibility report on every patient

that has insurance. Depending on the claims vendor, you should be able to run eligibility from your appointment book in your practice management software several days in advance of the appointment date. This way, your staff is armed with the knowledge of what insurance will pay and what the patient will owe for their visit. This information will help your staff have intelligent conversations about treatment plans and increase case acceptance.

When the patient checks out, their claim should be sent electronically. If you are using a claims vendor that has real time capability, please use this function so that you can collect to the penny what the patient owes at the time of service. If this is done, then you will not have additional time or money spent sending a statement. ClaimX has two levels of claim validation checking that occurs before the insurance company receives the claim. This allows for the majority of claim errors to be corrected before submission. Therefore, sending your claims correctly on the day of service, with no errors, will ensure getting paid from the insurance company in a timely fashion. By shortening this length of time, you are improving your cash flow.

After you send a claim there may be times that you need to know the status of it with the insurance company. It may be your office policy that you do not send a statement to the patient until insurance pays the claim. By using a system like ClaimX, which has real-time claim status checking

capability, you will be able to use this function electronically and get the information that is needed within a few minutes of submitting the request.

From a cash flow perspective, it is a great benefit to be able to see when you can expect payment from an insurance company. Your practice also has the ability to have claims that are past their normal payment date highlighted so that your staff can spend their time on those claims instead of calling on all outstanding claims. The ability to spend less time on outstanding claims will save time and money for your office. This function is called claim tracking or watchdog depending on the claims vendor.

Utilizing an ERA (electronic remittance advice) enables your practice to know which claims have been paid as well as the amount paid. If you are sending secondary claims, having this information from the primary insurance will help you send your secondary claims faster, thereby getting paid from both insurance companies promptly.

I am a big proponent of making technology work for you and therefore making your life easier. Once the insurance company pays their portion the next step is creating a patient statement. By sending electronic statements, you are able to just click a button instead of wasting time stuffing envelopes. Do not be concerned if you like to write notes on your statements. You will have this

Keys to Managing Your Cash Flow

by Lynne Leggett – Dental Consultant @ Victory Dental Management

opportunity at the bottom of your statement to customize if needed. This ability also enables your office to send statements every day if there is a remaining balance that the patient owes. It is a good business practice to post checks and send statements everyday so that you shorten the payment time thus improving your cash flow.

Managing your claims process effectively is one of the keys to improving your cash flow. Knowing you have options as a practice owner with a company that focuses on this segment of your business is very beneficial. Take the time to find the right vendor for you and your business goals.

ClaimX is an endorsed product by the New Orleans Dental Enterprises, LLC. They can be reached at 866-886-5113, Opt 1.

Lynne Leggett, Dental Consultant.

As the founder of Victory Dental Management, Lynne has over 20 years of business experience in several different industries. Her passion is to help dental practices reach their full potential, increase their productivity and profitability while enabling them to deliver the best patient care and customer experience. Lynne is a member of the Academy of Dental Management Consultants and

frequently writes for Dental Products Report.com, DentistryIQ.com, multiple state association newsletters, and The Observer. Please contact Lynne Leggett at victorydentalmanagement@verizon.net or www.victorydentalmanagement.com

Profit from our experience

ADS Lovelace & Associates can help you get the most out of your practice

Call for your complimentary practice valuation today

PRACTICES FOR SALE

Baton Rouge (#4655, #4810) • Port Vincent (#4460)
 New Orleans West Bank (#4370, #4570)
 East of Marksville (#2296) • Kinder, Louisiana (#2600)
 Shreveport (#4730) • Lake Charles (#4795)




All ADS companies are independently owned & operated.

ADS Lovelace and Associates, Inc.
(888) 242-5794
LovelaceAndAssociates.com

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.

LDA's Dentists' Day at the Legislature Set for Wednesday, April 22, 2015!

By Gizelle P. Richard D.D.S. --- NODA Governmental Advocacy & Affairs



WE NEED YOUR HELP!! A personal relationship with your legislators is an important step toward educating them about issues

relating to oral health and dental practices. It is imperative that our voices are heard in the ever-changing legislative battles that come up during session. As members of the LDA, your attendance at this event is vital to the success of our lobbying efforts, and could profoundly affect the future of the dental profession in our state. Legislators WANT TO HEAR FROM DENTISTS from

their districts on such issues and are especially receptive when you make the effort to come see them at the capitol.

Dentists' Day is a grassroots event celebrating the dental profession that offers dentists the opportunity to meet their lawmakers. After visiting with your legislators in the capitol, you can join them at the reception and enjoy food, music, and fun!

Speakers begin at 2 p.m. at the Capitol Park Welcome Center (walking distance from the Capitol) and the reception for dentists and legislators follows at 5:30 p.m. at the Pentagon Barracks. Don't miss this unique opportunity to meet with

your legislators and discuss important issues that affect your profession and practice.

For more information or to register, visit the LDA website at www.ladental.org or call 1-800-388-6642.

NODA News is published every month with the exception of June and August. Deadline for ads and editorial material is the 10th of the month preceding publication. Ads and news should be sent to: info@nodental.org



“ I only have one regret about selling my practice. I should have called Dr. Earl Douglas sooner.”

Sound Advice.

Trust us for all your dental transition needs.

- Appraisals
- Associate Placement
- Brokering
- Equity Associateships
- Practice Financing

ADSSouth.com



Practice Transitions Made Perfect™

All ADS companies are independently owned and operated.

 <p style="font-size: 0.8em; color: white;">GEORGIA, LOUISIANA & TENNESSEE Earl Douglas, DDS, MBA, BVAL (770) 664-1982 earl@adssouth.com</p>	 <p style="font-size: 0.8em; color: white;">N. CAROLINA, S. CAROLINA & VIRGINIA James J. Howard, DMD (910) 523-1430 jim@adssouth.com</p>	 <p style="font-size: 0.8em; color: white;">ALABAMA, MISSISSIPPI & W. TENNESSEE Rebecca Kyatt DMD (205) 253-9094 rebecca@adssouth.com</p>	 <p style="font-size: 0.8em; color: white;">OFFICE MANAGER Virginia Douglas (770) 664-1982 virginia@adssouth.com</p>
--	---	--	--



*NODA Preferred Provider
Cost Segregation Services*

**Do not buy, lease build or own an office
without this information...**

Did you know that the IRS can actually help fund the purchase, construction or improvements made to your dental facility? Even help the new equipment that is much needed... It's a fact!

Nine out of ten doctors are unaware that there's a tax saving, cash flow generating opportunity that equates to 5-10% of the depreciable value of their building (in after-tax dollars), that exists simply as a condition of ownership. A similar savings opportunity is available to those who lease and absorb \$200,000 or more in build-out expense.

How can you take advantage of this?



Cost Segregation. This IRS-approved strategic tax saving tool increases cash flow through the accelerated depreciation of building costs. It lets you as a building owner, write off your building (new or existing) in the shortest time permissible under tax law. Additionally, recent changes to the Internal Revenue Code, the new Tangible Property Regulations effective in tax year 2014, create many new tax savings opportunities for dental practitioners. Important is a "use it or lose it" provision that you can't afford to miss if over the past decade you've done extensive remodeling or renovation... Extend, Extend, Extend!

It's always exciting when we get to share best practices, especially those that markedly improve after-tax profit and help doctors leverage the time value of money to grow their net worth.

If you want to reduce your immediate tax liability (who doesn't); maximize tax deferrals; increase cash flow by 25-35%; capture missed depreciation without amending prior tax filings; get an average return on investment of 15:1 or better; improve compliance and minimize the likelihood of an IRS audit – we make the process fast, simple, accurate and affordable.

Contact Kathy K. Ferguson, NODA Preferred Provider and local tax specialist in the Dental Market. Her national firm, Cost Segregation Services, a leader in engineered based cost segregation services for dental practitioners, offers a FREE, no risk, no obligation property analysis and/or asset valuation. Get the details on your tax savings today.



Sign up for the "Pay Less to IRS" CE class at NODC

Kathy K. Ferguson

For years we've worked hard to provide you with the best, most complete information, resources, practical perspective and actionable tax strategies and best economic results available anywhere. My greatest reward... seeing you realize your dreams!

Actual Cost Savings Generated By Cost Segregation Engineering Studies			
Facility Type	Building Cost	First Year Cash Flow Tax Savings	Five Year Cash Flow Tax Savings
Dental Clinic Renovations	\$215,000	\$9,764	\$23,367
Dental Clinic	\$471,000	\$13,740	\$35,143
Dental Clinic Renovations	\$537,000	\$31,036	\$73,881
Dental Clinic	\$783,000	\$24,346	\$59,626
Dental Clinic	\$1,250,000	\$38,867	\$95,188
Dental Complex	\$3,200,000	\$89,113	\$217,065



NODA Preferred Provider

Kathy K. Ferguson

"Cash Flow Tax Specialist"

225.247.2890

Costseg@KathyKFerguson.com

225.932.2327

www.key.costsegserve.com

Dentists We've Helped

Darrell Bourg DDS, Kristi M. Soileau DDS, Dwight Landry DDS, Rhonda Halder DDS, "Chip" Simon DDS, Jim Iverstine DDS, Michael Hoffritz DDS, Gayle Sanchez DDS, Melanie Andrews DDS, Maria Burmaster DDS, Nora Foote DDS, Ray Unland DDS

Tax Savings Delivered

If You would like to know how to **SAVE
\$40,000 - \$60,000 on Your Federal Income TAXES...**

Financial Results of Cost Segregation

Project #9501

Building Cost <small>(with-out land)</small>	\$ 250,176
Est. Tax Savings Benefit	\$12,541
Actual Tax Savings Benefit:	\$32,845
Study Fee Before Tax:	\$2,420
Study Fee After Tax:	\$1,549
Estimated ROI:	8:1
Actual ROI:	21:1

Dental Office



©2014
Tax Savings. Delivered. Cost Segregation - TPR Implementation

The IRS will now help fund the purchase, construction or improvements of your Dental Practice that you Lease or Own



Helps you Pay for Your New Equipment!

Take advantage of the **New Tax Deductions
with the New Tangible Property Regulations
2014 Extensions – Last Chance**

- ✓ Reduce Immediate Tax Liability
- ✓ Increase Cash Flow
- ✓ Create 0-Interest Opportunity Capital
- ✓ Typical Return On Investment: 1500%
- ✓ Reduce Your Risk of IRS Audit
- ✓ Leverage the Time Value of Money
- ✓ Grow Net Worth

Dental Office	Reclassification % of Bldg Costs
New Construction Ground-Up Free-standing	30% - 45%
Purchase Existing	25% - 45%
Tenant Improvements	45% - 60%

Financial Results of Cost Segregation

Project # 9503

Building Cost <small>(with-out land)</small>	\$602,733
Est. Tax Savings Benefit	\$36,534
Actual Tax Savings Benefit:	\$49,246
Study Fee Before Tax:	\$3,975
Study Fee After Tax:	\$2,544
Estimated ROI:	14:1
Actual ROI:	19:1

Dental Office



©2014
Tax Savings. Delivered. Cost Segregation - TPR Implementation

Financial Results of Cost Segregation

Project # 9502

Building Cost <small>(with-out land)</small>	\$1,303,105
Est. Tax Savings Benefit	\$73,633
Actual Tax Savings Benefit:	\$119,123
Study Fee Before Tax:	\$8,300
Study Fee After Tax:	\$5,312
Estimated ROI:	14:1
Actual ROI:	22:1

Dental Office



©2014
Tax Savings. Delivered. Cost Segregation - TPR Implementation

HOW Is It Possible?

Get a Complimentary
No Risk
No Obligation Analysis Today.

Kathy K. Ferguson
"Cash Flow Tax Specialist"

225.932.2327

Costseg@KathyKFerguson.com
www.key.costsegserve.com



Cost Segregation

*Accelerated Depreciation of Commercial Property to Maximize Cash Flow
This is your money!*

As a dental clinic owner, how would you like to receive cash flow from tax savings of 7%-10% of your building cost within the first five years of ownership? That's \$70K-\$100K for each \$1M in building costs! Cost Segregation is the answer.

Cost Segregation

Cost Segregation is an IRS-approved application by which dental clinic owners can accelerate depreciation & reduce the amount of taxes owed. This savings generates cash flow that owners often use to reinvest in the business, purchase more property, apply to their principle payment or spend on themselves.

It's simple, legal and recommended in the August, 2004 issue of the Journal of Accountancy for CPA's. The article stated, "A taxpayer can substantially increase cash flow by segregating property costs."

Actual Cost Savings Generated By Cost Segregation Engineering Studies

Facility Type	Building Cost	First Year Cash Flow Tax Savings	Five Year Cash Flow Tax Savings
Dental Clinic Renovations	\$215,000	\$9,764	\$23,367
Dental Clinic	\$421,000	\$13,740	\$35,143
Dental Clinic Renovations	\$537,000	\$31,036	\$73,881
Dental Clinic	\$783,000	\$24,346	\$59,626
Dental Clinic	\$1,250,000	\$38,867	\$95,188
Dental Complex	\$3,200,000	\$89,113	\$217,065

** The August 2004 issue of the Journal of Accountancy published by the AICPA included cost segregation studies in the section entitled "Tax Strategies CPAs Can Use to Help Client Save Money." The article states that cost segregation is becoming an increasingly popular tax-planning technique and that owners of commercial real estate should obtain engineering report that segregates assets into proper categories*

How Does Cost Segregation Work?

Cost Segregation Services, Inc. (CSSI), an experienced and qualified engineering company, performs the cost segregation study on your property. The study accelerates the depreciation of your building/ renovation components into faster depreciation categories such as 5-, 7- and 15-year rather than conventional 27.5- and 39.5-year schedules. Five- and 7-year items might include decorative building elements, electrical for dedicated computer equipment, & carpet. Fifteen-year items might include site utilities, landscaping & paving.

This engineered cost segregation study results in much higher depreciation expense & significantly reduced taxable income for the property owner. Best of all, the IRS ruling states cost segregation can be applied to all categories of buildings purchased or built since 1986, including renovations, & this provides for the results to be easily applied to your tax return.

See the other side of this document for more information about why CSSI is the nation's leader in engineered cost segregation studies.

over

For years, CSSI has been delivering quality, affordable, engineer-based cost segregation studies to a wide range of individuals and businesses. Our team of experts can help easily apply the results to your current financials with your CPA or financial professional to assure successful results. In addition, our national coverage and expertise allows us to work with customers and properties across the United States.

The CSSI Difference

Focused

We are engineers singularly focused on cost segregation. Our goal is to support your CPA or tax advisor with the most accurate cost segregation study results so you can realize maximum savings and increased cash flow.

Affordable

We provide a method that is affordable for your commercial property application.

Compliant

Our engineering background allows us to provide not only the best possible results, but also strictly adheres to all IRS guidelines and recommendations. In addition, we constantly monitor changes to stay up to date on the most current IRS cost segregation rules and regulations.

Independent

CSSI is classified as an independent engineering specialist meeting the exact specifications stated by the IRS in regard to commercial property owners performing cost segregation applications.

How to Get Started

Follow the IRS recommendation for application: Get an Engineered Cost Segregation Study.

It's easy:

1. Call your CSSI representative to request a no-cost preliminary property analysis to illustrate your potential savings.
2. Engage CSSI to begin your cost segregation study. The process is usually completed in four to six weeks, after which we provide the CSSI Study to you and your CPA.
3. The CPA will apply the results to your tax return and you will realize your tax savings dollars. This is your money!

Kathy K. Ferguson

9655 Perkins Rd., Suite C

Baton Rouge, LA 70810

Tel: 225.932.2327

Toll Free: 866.932.2327

Fax: 225.282.2327

Cell: 225.247.2890

costseg@kathykferguson.com

Kathy@KeyToYourMoney.com

www.key.costsegserve.com



**ON TRACK
FOR GREAT DENTAL
CONTINUING EDUCATION**



**New Orleans Dental Conference
and Louisiana Dental Association Annual Session**

April 9-11, 2015, New Orleans Morial Convention Center, Hall G

Bulletin Board

APPRAISALS, SALES, ASSOCIATESHIPS, PRE-RETIREMENT PLANNING

ADS South specializes in valuations and transitions for dentists. Learn how to protect your practice in case of death. Call Dr. Earl Douglas at 770/664-1982 or visit our website www.adssouth.com.

NEW ORLEANS / METAIRIE MERGER OPPORTUNITY (#9017) – Gross collections \$252K; 405 days, 4 operatories.

A GREAT MERGER OPPORTUNITY IN HOUMA (#9002) – This merger opportunity can add \$125,000 to your bottom line in 2015.

Contact Dr. Earl Douglas at 770/664-1982 or visit our website www.adssouth.com.

DENTAL ADVERTISING CONSULTATION

Dental advertising consultation with Barry Ogden, former Executive Director of the LSB, will ascertain you are compliant with advertising regulations of the LSB. Contact me at barryogden504@yahoo.com or 504/392-7679.

LOUISIANA DENTAL CENTER

Whether you are a recent dental school graduate or a current practitioner interested in pursuing new opportunities, Louisiana Dental Center offers doctors the ability to perform dentistry in an autonomous and collegial atmosphere without the burden of managing a practice. With nine state-of-the-art clinic locations 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 apply online at www.ladentalcenter.com.

OFFICE SPACE

To share in Kenner. Great location, ideal satellite for specialist. Call 504/701-3455.

PEDIATRIC DENTIST

Louisiana Dental Center, a well-established and fast-growing group dental practice, is seeking a pediatric dentist. We have a thriving pediatric patient base that presents a wonderful opportunity for the right candidate. Please contact Terry Ernst at 985/893-2240 or fax/email your CV to 985/893-2629 or ternst@ladentalcenter.com.

TODAY'S DENTAL

Busy group dental practice is seeking a highly-skilled General Dentist. Selected candidate will be helping to maintain the long-established, impeccable reputation of the dental practice. This is a full time position with future buy-in potential. We offer competitive wages, advertising, a highly-skilled staff of dental auxiliaries, state-of-the-art equipment and the camaraderie of working side-by-side with other general dentists and dental specialists. E-mail CV/Résumé to aarone@todaysdental.us or contact via telephone at 985/809-1889.

**WE WANT
YOUR
NEWS!!**

info@nodental.org



Upcoming CE Courses

Registration or course updates: www.LSUHealthCDE.org or call 504-941-8193

Questions? Email info@LSUCDE.org

DATE, CITY, & LOCATION	COURSE NAME & SPEAKER(S)	FOR...	TUITION FEE	HRS – C or NC, L and/or P
Mar. 13-15, 2015 New Orleans LSU School of Dentistry	Expanded Duty Dental Assistant (EDDA) w/ Nancy Weiss, RDH, CDA, EFDA, et al.	Assistant	\$540	24 C, L/P
Mar. 20, 2015 New Orleans LSU School of Dentistry	Maximized Adhesive Dentistry: The Foundational Posterior Course – Tools, materials, and techniques for durable, predictable esthetic restorations w/ Bruce J. LeBlanc, DDS, et al. This course is a limited-attendance, hands-on course, please register early.	Dentist	\$695	7 C, 2L/5P
April 17-19, 2015 New Orleans LSU School of Dentistry	Expanded Duty Dental Assistant (EDDA) w/ Nancy Weiss, RDH, CDA, EFDA, et al.	Assistant	\$540	24 C, L/P
April 24-25, 2015 New Orleans LSU School of Dentistry	Oral Appliance Therapy for TMD & Bruxism – a one and a half day, limited-attendance, hands-on workshop w/ Drs. Henry Gremillion, Dale Ehrlich, & Mike Kadair.	Dentist	\$975 ♦	12 C, 5L/7P
May 1-2, 2015 Baton Rouge Baton Rouge Marriott	Six Month Smiles® - a general practice-focused system that equips dentists to help their adult patients with crooked teeth, using unique clear braces w/ Chris Bowman, DDS	Dentist Team Member	\$2,450 ■ \$325	14 C, 11L/3P
May 8, 2015 New Orleans LSU School of Dentistry	Local Anesthesia & Nitrous Oxide Update – a totally NEW course for dentists and hygienists presented by Dr. Benjamin R. Record.	Dentist Hygienist	\$325 ★ \$215 ★	7 C, L
June 5-6, 2015 New Orleans LSU School of Dentistry	The Second LSU Orofacial Pain Continuum™: Session 1 of 5 – for dentists and other health care professionals who have a desire to enhance diagnosis and management of patients with TMD, sleep disorders and other types of orofacial pain w/ Drs. Henry Gremillion, Dale Ehrlich & Gary Klasser. This course is limited-attendance.	Dentist, Physician or Health Care Provider	\$7,950 per attendee for 5 sessions. □ Starts: 6/5/15 Ends: 4/2/16	74 C, L/P
June 19 – 20, 2015 New Orleans LSU School of Dentistry	Oral (Enteral) Sedation Introduction Course – a Competency Course to Obtain an Unrestricted or Restricted (Adult Only) Permit. Directed and presented by Dr. Benjamin R. Record, et al.	Dentist Team Member	\$1,725 \$295	20 C, 18L/2P
	Oral (Enteral) Sedation Review Course – for renewal of an Unrestricted or Restricted (Adult Only) Permit. Directed and presented by Dr. Benjamin R. Record, et al.	Dentist Team Member	\$1,295 \$295	20 C, 18L/2P

C = Clinical NC = Non-Clinical L = Lecture P = Participation

- ♦ This tuition is for a single registration. SAVE \$100 if two or more register together at the same time from a small group or study club. Call Bob Leaman at (504) 941-8404 to register.
- This is the regular tuition. Register by March 20, 2015 and SAVE \$200.
- ★ This is the regular tuition. Register by April 25, 2015 and a Dentist saves \$30 and a hygienist saves \$20.
- This tuition is for a single registration. The tuition fee is \$6,360 if 2 or more register together at the same time. SAVE \$1,590! Call Bob Leaman at 504-941-8404 to register.