

# NODA News

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## NODA News April 2013

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# 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. 51

APRIL '13

NO. 04

## President's Message

*by Darrell P. Bourg, Jr., D.D.S. – NODA President*



Dentist's Day at the Legislature is scheduled for Wednesday, April 24<sup>th</sup>. Join fellow LDA members as we let our voices be heard by our local legislators on topics important to our profession. Make a special effort to attend, as this year guarantees to be an especially enlightening experience. With the recent shake up at DHH, it is more important than ever to stand unified and keep lawmakers informed as they make decisions that affect our livelihood. For more information on this event and to sign up to attend, contact Yolanda at the NODA office.

The NODA Annual Crawfish Boil is moving to a new venue this year. Mark your calendars for you, your families to join us at Southport Hall on Friday, May 17<sup>th</sup>. Dr. Unland is working hard to make this year's on site crawfish boil the tastiest ever!

For those who attended the President's Installation Banquet, I would like to thank you for making it a memorable evening for my family and me. Andrew, Norma, and Yoli did an excellent job in planning all the fine details for this event. I am grateful for your dedication to our organization. A

very special thank you to Dr. Christopher Brown, for bringing the evening to life as Master of Ceremonies.

Don't miss our last General Membership Meeting before summer break! Dr. Janice Townsend will give us an update on the latest trends in Pediatric Dentistry on Wednesday, May 15<sup>th</sup> at Manning's Restaurant on Fulton Street.

See you there!

## SAVE THE DATE!

**APRIL 12, 2013**

All Day Seminar  
Harrah's Hotel

**MAY 15, 2013**

General Membership Meeting  
Manning's

**MAY 17, 2013**

Annual Crawfish Party  
Southport Hall

**SEPTEMBER 18, 2013**

General Membership Meeting  
Jack Dempsey's

**NOVEMBER 13, 2013**

General Membership Meeting

**DECEMBER 18, 2013**

General Membership Meeting  
Chateau Golf & Country Club

## APRIL ALL DAY SEMINAR

April 12, 2013 ♦ 7:00pm

Harrah's Hotel  
228 Poydras Street  
Viex Carre Ballroom – Salon II  
New Orleans, LA 70130

Jamison R. Spencer, D.M.D, M.S.

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# WE WANT YOUR NEWS!!

[info@nodental.org](mailto:info@nodental.org)

## Election for 1<sup>st</sup> Vice President and 2<sup>nd</sup> Vice President

By Raymond J. Unland, Jr., D.D.S. – NODA President Elect



The NODA Board of Governors has called for an election to fill the positions of 1<sup>st</sup> Vice President and 2<sup>nd</sup> Vice President. This is the result of the resignation of NODA President-elect of Dr. Claudia Cavallino due to her appointment to the Louisiana State Board of Dentistry, and the automatic replacement in this position by NODA 1<sup>st</sup> VP, Dr. Raymond Unland, Jr. Dr. Darrell Bourg, Jr. has temporarily appointed Drs. Vincent DiLeo, Jr. and Maria Burmaster into the positions of 1<sup>st</sup> VP and 2<sup>nd</sup> VP respectively.

NODA President, Dr. Darrell Bourg, Jr., has called for a nominating committee to receive nominations for the positions of 1<sup>st</sup> Vice President and 2<sup>nd</sup> Vice President. The nominating committee will make a recommendation to the NODA Board of Governors at the April and May Board of Governors meetings, and all nominees will be published in NODA News in the May issue. The election for these positions will be held at the May 15<sup>th</sup> NODA general membership meeting.

The duties for these positions as stated in the Bylaws are:


Duties of First Vice President: The First Vice President shall assume the duties of the President and act

for and in the place of the President and President-Elect in the event both the President and the President-Elect are unable to act for any reason. The First Vice President shall:

- 1) Become an advisory member of all committees
- 2) Become familiar with the workings of the entire organization
3. Formulate plans for their year as president.

The First Vice President shall fill the position of President-elect at the end of the President-elect's term of office.

*Con't pg. 3*




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OFFICE MANAGER  
**Virginia Douglas**  
(770) 664-1982  
virginia@adssouth.com

## Election for 1<sup>st</sup> Vice President and 2<sup>nd</sup> Vice President - Con't.

*By Raymond J. Unland, Jr., D.D.S.  
NODA President Elect*

### Duties for Second Vice President:

The Second Vice President shall assume the duties of the President and act for and in the place of the President, the President-elect and the First Vice President in the event they are unable to act for any reason.

Nominations for these positions can be phoned in to the NODA office: 504/834-6449, or e-mailed to [andrew@nodental.org](mailto:andrew@nodental.org) (please cc Ray Unland: [rayinno@yahoo.com](mailto:rayinno@yahoo.com)).

## Call for Volunteer Speaker Hosts

*by Kay Jordan, D.D.S. – Program Committee Co-Chair, 2013 Committee on Local Arrangements*



The 2013 ADA Annual Session is once again coming to New Orleans, and as part of the Committee on

Local Arrangements headed by Dr. Robert Barsley, I am encouraging NODA members to sign up to serve as speaker hosts for the continuing education program which runs from October 31<sup>st</sup> to November 3<sup>rd</sup>.

Serving as a volunteer Speaker Host for the scientific sessions is a rewarding experience in many ways. The Speaker Host has an opportunity to get to know world class speakers and clinicians personally, is given registration to

the Annual Session at no cost, and will enjoy complimentary meals in the Clinicians' lounge on the day or days of volunteer service. You are also given CE credit for the courses you host.

ADA Dentists and their hygienists are invited and urged to sign up soon for the volunteer openings by e-mailing me your names and contact information. The list will be submitted to the ADA, and shortly before open registration begins, volunteers will be e-mailed a link which will give them the opportunity to sign up for courses on a first-come, first-served basis.

Let's show the ADA the strong spirit of NODA!

Kay Jordan, D.D.S.  
2013 Committee on Local  
Arrangements  
Program Committee Co-chair  
[kayjordan@cox.net](mailto:kayjordan@cox.net)  
504/341-3535  
504/914-9966

## LSUSD Class of 1993 - 20th Reunion

Please contact Maria Burmaster at  
504/341-3120 or 504/439-0957.

LDA Summer Conference in Sandestin, Florida @  
Tops'l Resort.

We will be having our own Dinner/Cocktail Party on Saturday night,  
July 27th, 2013 for the Class of 1993.

The conference is from July 24<sup>th</sup> - July 27<sup>th</sup>. You may register for the  
conference or just come for our event.

It is important to plan now, since the Tops'l Resort rooms will be  
booking fast and there is a discount for your room, if you book  
through the LDA. For Summer Conference information, go to the  
LDA website ([www.ladental.org](http://www.ladental.org)) and register.

Whether you can come or not, please contact Maria Burmaster so we  
can update our records for the Class of 1993.

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

## Upcoming Scientific Programs

by Raymond J. Unland, Jr., D.D.S. - NODA Scientific Program Committee Chair

DATE   LOCATION   TIME	SPEAKERS   TOPICS   OBJECTIVES	SPONSORS
<p><b>April 12, 2013</b></p> <p><b>Harrah's Hotel</b> (Vieux Carré Ballroom – Salon II) 228 Poydras Street New Orleans, LA 70130 504/553-6000 800-847-5299 www.harrahneworleans.com</p> <p>Check in: 7:30 am Start time: 8:00 am End time: 5:00 pm</p> <p>Breakfast, lunch and afternoon snack served.</p> <p>CE: 8 clinical hours</p> <p>Course fee is \$250. NODA members will receive a \$200 waiver (\$50 total) and non-NODA ADA members will receive a \$100 waiver (\$150 total).</p>	<p><b>Speaker – Jamison R. Spencer, D.M.D., M.S.</b></p> <p><b>Topic (AM) – “Capsulitis, Trismus or Non-Reducing Disc Displacement? Diagnosis and Treatment of Temporomandibular Disorders Common to the General Dental Practice”</b></p> <p>Craniofacial pain and TMJ disorders are often confusing and difficult to accurately diagnose and treat. This lecture will provide the attendee with the background and knowledge to differentially diagnose and treat the most common craniofacial pain and TM disorders encountered in the dental practice. Included in the lecture will be a head and neck anatomy review, principles of examination, imaging techniques, differential diagnosis and basic treatment protocols. When correctly diagnosed, all of these disorders tend to respond very well to early treatment. When ignored or misdiagnosed, these relatively simple problems may quickly become chronic and complex pain disorders.</p> <p><b>What attendees will learn:</b></p> <ul style="list-style-type: none"> <li>▪ A thorough review of craniofacial anatomy.</li> <li>▪ Examination and imaging techniques used in the diagnosis of craniofacial pain and TM disorders.</li> <li>▪ How to differentially diagnose and treat cases of capsulitis, trismus and non-reducing disc displacement.</li> </ul> <p><b>Topic (PM) – “The Dental Professional’s Role in the Evaluation, Diagnosis and Treatment of Snoring and Sleep Apnea”</b></p> <p>The diagnosis and treatment of obstructive sleep apnea and snoring has exploded! Dentists are uniquely placed as primary care clinicians to be instrumental in the screening, referral and treatment of patients with sleep apnea and snoring problems as part of a medical/dental team. Oral appliance therapy has become a first line therapy for many patients, and is often the only viable hope for patients who have given up on CPAP. This lecture will give the attendee the background and tools they need to literally save the lives of patients with obstructive sleep apnea.</p> <p><b>What attendees will learn:</b></p> <ul style="list-style-type: none"> <li>▪ The basics of normal sleep and sleep disordered breathing.</li> <li>▪ To screen their patients for possible sleep disorders.</li> <li>▪ To work as part of the medical/dental team in the treatment of patients with obstructive sleep apnea and snoring.</li> <li>▪ A straight forward protocol for treating patients with oral appliance therapy.</li> </ul>	<p><b>New Orleans Dental Enterprises, LLC</b> 2121 N. Causeway Blvd., Suite 153 Metairie, Louisiana 70001 Dr. Kevin J. Collins Chairman 504/834-6449 collinskevinjdds@bellsouth.net www.nodental.org</p>

## Upcoming Scientific Programs - Con't.

by Raymond J. Unland, Jr., D.D.S. - NODA Scientific Program Committee Chair

DATE   LOCATION   TIME	SPEAKERS   TOPICS   OBJECTIVES	SPONSORS
<p><b>May 15, 2013</b></p> <p><b>Manning's Restaurant</b> (Stadium Club) 519 Fulton Street New Orleans, LA 70130 504/593-8118 www.harrahneworleans.com</p> <p>Check in: 6:30 pm Start time: 7:00 pm</p> <p>CE: 1 clinical hour</p>	<p><b>Speaker – Janice Townsend, D.D.S., M.S.</b></p> <p><b>Topic – “Pediatric Dentistry Update”</b></p> <p>Stay abreast of the latest techniques in dentistry for children. In this presentation, Dr. Janice Townsend will help the dentist brush up on fundamentals such as fluoride, behavior management, and stainless steel crowns. This course will also review changing concepts in pulp therapy, local anesthesia and esthetic restorations. Enjoy this fast-paced review of current practices in pediatric dentistry!</p> <p>Dr. Janice Townsend, assistant professor and interim chair of the LSUSD Department of Pediatric Dentistry, received her D.D.S. from Marquette University School of Dentistry in 2005. Two years later, she completed her Master of Science with a certificate in pediatric dentistry at Columbus Children's Hospital and Ohio State University. In 2009 she received the Arthur Nowak Award from the American Board of Pediatric Dentistry for performance on the Oral Board Exam.</p> <p>In 2010, she was selected as a "Golden Apple" teacher by her students for excellence in teaching. She is a member of Omicron Kappa Upsilon Honorary Dental Society and the LSUSD C. Edmund Kells Honor Society.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1.) Attendees will review the rationale and technique for primary tooth pulpotomies and stainless steel crowns.</li> <li>2.) Attendees will learn how to choose the appropriate fluoride regiment for children of all ages.</li> <li>3.) Attendees will be exposed to changing concepts in esthetic restorations.</li> </ol>	<p><b>Carestream Dental</b> 345 Winchester Circle Mandeville, Louisiana 70448 Steve Kent Senior Account Executive 985/789-1565 steve.kent@carestream.com www.carestreamdental.com</p>

### “In Memoriam”

***Dr. Lathan W. Garcia***

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

your profession  
your future™  
your association



## New Orleans Dentist Receives LDA Distinguished Service Award

by Annette Drodgy, LDA Assistant Executive Director



Dr. Donald R. Toso, of New Orleans, LA, was named this year's recipient of the Distinguished Service Award that was presented during the 133<sup>rd</sup> House of Delegates of the Louisiana Dental Association (LDA) on March 9, 2013, at the Shreveport Convention Center.

The Distinguished Service Award is the highest honor bestowed by the LDA and is presented annually to individual members who exemplify the highest standards of professional conduct in dentistry and make extraordinary contributions in organized dentistry and their community.

Dr. Toso has been a member of the LDA, the American Dental Association (ADA) and the New Orleans Dental Association (NODA) for over 46 years. He has served in numerous capacities in the local, state and national arenas, including his position as LDA president from 1986-1987. He was also chairman of the Council on Dental Health in 1973 and LDA's secretary treasurer from 1983-1985.

Dr. Toso served in many leadership positions within NODA, including serving as the president in 1978. Dr. Toso also served as 2008 chairman of the New Orleans Dental Conference and LDA Annual Session. His involvement at the ADA level included membership in the House of



*Dr. Gustavo Coutin presents Dr. Donald Toso with the LDA Distinguished Service Award.*

Delegates and on the American Dental Political Action Committee (ADPAC) Board and chairman of the Council on Insurance.

As an active member of organized dentistry within his specialty of orthodontics, Dr. Toso served as chairman of the American Association of Orthodontists (AAO) Public Relations Council and was named as founding Board Chairman of the AAO Insurance Company (a Risk Retention Group). In the Greater New Orleans area, Dr. Toso has served on the boards of the Louisiana Foundation of Dentistry for the Handicapped, the Bayou River Health Systems Agency, and the New Orleans Board of Health.

Dr. Toso received his dental degree from Loyola University (New Orleans) and a Master of

Science in oral biology and Certificate of Specialization in Orthodontics from Loyola University (Chicago).

Dr. Toso is a clinical professor of orthodontics at the LSU School of Dentistry, where he has been teaching part-time for over 40 years. He has also received Distinguished Service Awards from the New Orleans Dental Association and the Southern Association of Orthodontists. He practices with his daughter, Dr. Jamie Toso (Robert Miner) in uptown New Orleans. Daughter Cee Cee Nix (Peter) works in Houston, Texas, in the oil and gas field, and son, Navy Lieutenant Commander Donald Toso, Jr., is stationed in Norfolk, VA.

# New Orleans Dentist Awarded for Outstanding Achievement in Dentistry

by Annette Droddy, LDA Assistant Executive Director



Dr. George H. Arch, Jr., of New Orleans, LA, is named this year's recipient of the New Dentist Award that was

awarded during the 133<sup>rd</sup> House of Delegates of the Louisiana Dental Association (LDA) on March 9, 2013, at the Shreveport Convention Center.

The New Dentist Award is presented annually to one LDA member who has practiced for less than 10 years, and who has distinguished them self by giving their time and talents for the betterment of mankind. Such contributions include civic involvement, public service and unselfish devotion to the dental profession.

Dr. Arch has exemplified himself as a leader in his association. He is a member of the American Dental Association (ADA), the Louisiana Dental Association (LDA), and the New Orleans Dental Association (NODA).

After graduating from the LSU School of Dentistry and then completing an endodontics residency program, Dr. Arch became active in organized dentistry. At the state level, he has been a member of the LDA House of Delegates since 2007. He is also a member of the Council on the New Dentist, and also served on the ADA New Dentist Committee from 2008-2009. Dr. Arch served as a board member and in various roles



*Dr. Mark Chaney presents Dr. George Arch, Jr. with the LDA New Dentist Award.*

with NODA since 2007 and was the 2012 president. He has also been a volunteer with the New Orleans Dental Conference and LDA Annual Session since 2007.

As an endodontist, Dr. Arch is a clinical assistant professor at the LSU School of Dentistry and has lectured for the New Orleans Dental

Hygiene Association. He is also a member of the American Association of Endodontists, and a volunteer with the Academy of the Sacred Heart and the Dental Lifeline Network.

Dr. Arch is married to Shannon Arch and they have one daughter, Ava.

## Upcoming Annual Crawfish Party

By Raymond J. Unland, Jr., D.D.S. NODA President Elect



The New Orleans Dental Association's Annual Crawfish Party will be held on Friday, May 17<sup>th</sup> from 6:00pm - 10:00pm at Southport Hall (www.newsouthport.com), located at 200 Monticello (at River Road) in Jefferson, LA. PLEASE NOTE THE NEW LOCATION! There

will be much dancing, music and fun to go along with your delicious meal. There will be crawfish, jambalaya, vegetable trays, sandwiches, and lots of cookies for the children. There will be also a caricature artist from 7:00pm - 9:00pm doing complimentary facial sketches. The crawfish party is free to all NODA members and there is a fee of \$10.00 for each staff guest or family member age 6 and over.



# NODA Bylaws Change Proposal

By Raymond J. Unland, Jr., D.D.S. – NODA President Elect



## BACKGROUND

Because President-Elect Dr. Claudia Cavallino resigned due to her appointment

on the Louisiana State Board of Dentistry and 1<sup>st</sup> Vice President Dr. Raymond Unland, Jr. automatically moves up to President-elect, under the current Bylaws the President temporarily appoints the new 1<sup>st</sup> VP unless the Board of Governors orders an election. This person automatically moves up to President Elect in 2014 and President in 2015. As a result, unless the Board of Governors orders an election

(optional) NODA will have an unelected President in 2015. This should not happen.

Additional questions arise about the term “temporarily.” It is not clear in the current Bylaws as to how the temporary appointment is resolved.

## PROPOSED BYLAWS CHANGE

Therefore I propose the following language change by addition of new Section 11 in Article XIV. This proposal passed the NODA Board of Governors on March 6 and is presented to the general membership for approval. The vote on this proposal will be at the May 15 general membership meeting:

*The election to fill the temporary position(s) for the vacancy(s) will be held as follows: (i) President convenes nomination committee to receive nominations immediately upon the receiving the resignation; (ii) the nomination committee will then officially ask for nominations via e-mail, standard mail, or NODA News if NODA News is circulated within 2 weeks of the vacancy); (iii) a special election will be held within one month following the initial call for a special election previously sent via e-mail, standard mail, or NODA News; (iv) the election will proceed as the described in Articles VI, XIII, and XIV.*

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# LDA's Dentists' Day at the Legislature Set for Wednesday, April 24, 2013!

by Dr. Raymond Unland, Jr., D.D.S. – NODA President Elect



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 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.

And if you cannot make it to the 2 PM presentation, please still come to the reception at 5:30. Many times the legislators will ask if there is anyone from their district and it is important for us to be able to tell them "yes!"

-For more information or to register, visit the LDA website at [www.ladental.org](http://www.ladental.org) or call 1-800-388-6642.

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## LDA House of Delegates

By Raymond J. Unland, Jr., D.D.S. – NODA President Elect



The LDA House of Delegates is the body that determines the official policy and direction of the Louisiana Dental

Association. This year, the House met on Saturday March 9<sup>th</sup> at the Shreveport Convention Center. Several awards were presented, including the 2013 LDA Distinguished Service Award to NODA member Dr. Donald Toso. NODA Past President, Dr. George Arch, Jr., was the recipient of the 2013 New Dentist Award.

The business of the House was presented in the form of 13 resolutions. These were:

1. (Passed) Acadiana District Dental Association Sales Tax support
2. (Passed) Louisiana State Medical Society legal action against Commissioner of Insurance support

3. (Passed) Medicaid Transparency support
4. (Passed) Denture Identification support
5. (Passed) Mid-level Provider monitoring
6. (Passed) Insurance Exchanges investigation
7. (Passed) Louisiana State Dental Board package non-support of any fee increases
8. (Passed) Well Being legislation housekeeping bill
9. (Passed) Legislative Priorities for 2013
10. (Passed) Formation of Insurance Trust
11. (Passed) Increase amount of LDA's Outstanding Student Award
12. (Failed) Dues increase for Active Life members
13. (Failed) Dues increase for Active Members

14. (Passed) LDA Budget for 2013

NODA wishes to thank the 2013 Delegates to the House of Delegates for their service:

Dr. George Arch, Jr.  
 Dr. Stephen Brisco  
 Dr. Maria Burmaster  
 Dr. James Campo  
 Dr. Mark Chaney  
 Dr. Gustavo Coutin  
 Dr. Vincent DiLeo, Jr.  
 Dr. Chase Dronet  
 Dr. Glenn Dubroc, Jr.  
 Dr. A. Dale Ehrlich  
 Dr. Byron Ganucheau  
 Dr. Brandon Hagler  
 Dr. Van Himel  
 Dr. Luis Infante  
 Dr. Jeffry Leeson  
 Dr. Kelly Milstead  
 Dr. Laurie Moeller  
 Dr. Richard Owens  
 Dr. Kristi Soileau  
 Dr. Cleopatra Thompson  
 Dr. Donald Toso  
 Dr. Raymond Unland, Jr.



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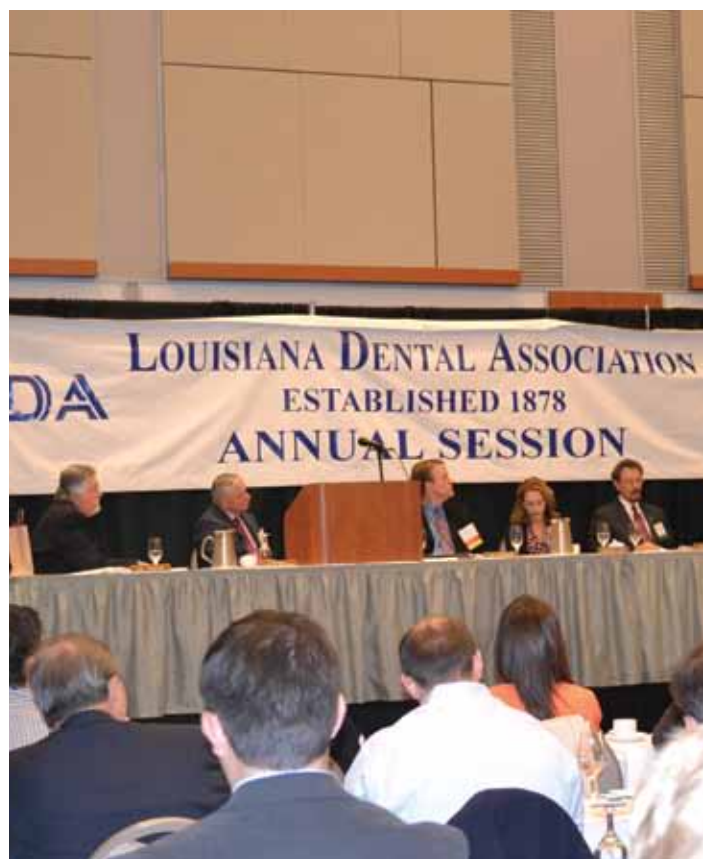
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One of the major problems most dentists face is how to recover this potentially lost money. It's typical to think that you can handle these matters in house and save the high cost of a collection agency. Unfortunately, "do-it-yourself" is not as easy or as effective as it may sound.

The in-house option of recovering patient delinquent accounts is quickly found to be very time consuming. It requires consistent effort and follow-up which is not easy to do with all the other equally important tasks your staff must accomplish in a day. The financial health of a dental practice is of utmost importance to the dental office manager. It is your manager's responsibility to supervise the business on all levels and to keep your practice running proficiently. They deal with staffing, supervision of employees, vendors, ordering supplies, patient relations, policies, payroll, paying the bills, interface with slow moving insurance companies to ensure timely payment, and last but not least, collecting receivables. Unfortunately, handling collections is probably your staff's least favorite task which consequently can become their lowest priority and may get the least amount of their time. When they do find time to make calls, the response is usually little or none. Due to technology today with caller ID and Voice mail, it's especially hard for you to get the patient to answer your office's phone calls. For those most stubborn past due accounts, the office manager is often tasked with seeking third party assistance.

If you finally get tired and decide to take legal action, you'll surely discover that it can be very costly. It's not just the attorney fees and court costs that hinder this process, but the fact that most attorneys avoid collections. Those that handle them are not usually interested in balances less than a few thousand dollars. If you choose to go to small claims court, you could lose even more time and money in order to appear in court personally. In the end, even a judgment in your favor does not guarantee that you will actually recover your money...All it really does is confirms that the patient owes you the money...but you already knew that.

If you get completely fed up, you might just throw up your hands and decide to write the debt off. This will stop the recovery efforts and avoid additional internal costs but... where's the money? The worse thing about this option is that this kind of word of mouth advertising could turn your business into a "Free Clinic". Many of the patients who hear this will expect to walk away with your money still in their pockets as well.

At this point you may be forced to turn to the Collection Agency as your last resort. The problem with collection agencies is they typically have a low recovery rate with a high price. The national average collection agency recovery rate is less than 10%, at an average cost of 30-50% of the amount of the debt that's actually paid. In addition to being very expensive, the "strong arm" tactics of most collection agencies can cost you returning patients and their referrals as well. The amount of effort a collection agency will give your accounts often depends on the balance or the age of the account. For instance, they'll typically skim the accounts and give the ones with the larger balances more attention than the others. This means they do not use equal efforts which produce a lot of inconsistency and low recovery. In

*Con't. on pg 13*



Today's technology there is a secret to getting the debtors to open the mail and answer the phones and collections Agencies don't seem to have the secret.

While the debt recovery situation seems pretty bleak and hopeless, MoneyQuest offers not only hope, but the solution because we've got the secret. Over 100 NODA members have already found MoneyQuest to be the best debt recovery decision they've ever made. MoneyQuest is not a collection agency, but a service bureau that champions the cause of bad debt on your behalf. When you use our service it's like hiring an assistant, we enhance your effectiveness without you having to increase your staff. The great thing is that you don't have to pay the high rates that you would pay a collection agency, you get greater impact, and we care about keeping your patients coming back and referring others to you.

The major benefits of MoneyQuest that make us stand head and shoulders above the crowd begin with the fact that you actually get to choose the rate you pay for our service, starting as low as 5% per dollar collected and billed the month following recovery. If that's not enough, 100% of all recoveries are paid directly to you, which means more money in your pocket immediately. All this wouldn't mean much if the recoveries were sparing, but with MoneyQuest, you can get an average of four to five times more recoveries than those of a typical collection agency. You will need no special software nor any special system requirements. You can log in to your account on our secure website from any device that allows internet access. Once we have you set up in the system, you're there for life and you are only billed when you use us. There are no minimums, packages, renewals, expirations, or annual/monthly fees...and when you recover your money, there's only the minuscule recovery fee based on a time driven fee schedule. Everything you need is at your fingertips.

MoneyQuest will save you time and money, by reducing both collection and internal costs. These costs are not just for human resources but also related expenses, such as phone calls, ink, paper and postage etc. The service is as easy as the touch of a button, and recovery operations are not our least favorite thing to do, but our only objective. You can be assured that equal effort is given to all accounts, no matter what the dollar amount, age or location. When patients slip under the radar through changed or incorrect addresses, we broaden the scope for you by offering our MaxSearch skip tracing service to make updating your records quick and easy. You can easily stay informed on all account activity with status reports and live web updates available via our secure website. Our paperless service gives you easy access 24/7 from anywhere in the world. MoneyQuest increases cash flow for your business and reduces the outstanding balances on the books. This allows you and your staff to focus on patient care, while we do all the licking, sticking, stamping and stuffing so you don't have to.

The cordial, yet consistent, persistent and professional approach of MoneyQuest includes the impact of your retained attorney who will pursue legal action on your behalf, if needed and will even send demands on small balances. It also includes the last resort of turning the accounts over to a national credit bureau for reporting against their credit. They most likely won't be able to buy a house, a car or even get another credit card without clearing their record. All of this can be followed with a thank you letter when full payment is received. Your patients are treated firmly, yet respectfully with diplomatic phone calls and written demands that create a sense of urgency and promote cooperation so they continue to use and pay for your services.

If you are in need of assistance in helping to turn those debtors back into happy patients who will now pay their bills in a timely manner, or if you would like to receive a FREE accounts receivable analysis for your practice, contact Kathy K. Ferguson. I am the exclusive liaison representing MoneyQuest for NODA and a Preferred Provider for the New Orleans Dental Association. I have been working diligently with NODA members for over 10 years. I have taught many collection seminars, consulted with many dental and medical practices on how to increase their cash flow in the past 27 years. I am committed to you and will treat you as my top priority. After all, all you have to lose are those delinquent accounts. Let us Help you Increase your cash flow by putting your money back in your pocket and a smile back on your face. Don't let your delinquent accounts age another day. Call us today so we can help. **225-932-2327**.

## Do Non-Paying Patients Cause You To Suffer With "Frustrate-itis" Due To Their "Excuse-itis"



### What Remedies Have You Tried Yet Still Have No Cure for Non-Payment Frustration?

- ☐ **In-House - Doing it all yourself: "Lack of Consistency & Impact"**  
Sending Statements, Sending Letters, Making Phone Calls, Wasting Time & Money etc.
- ☐ **Legal Action: "Lost Time & Judgment Does Not Equal Payment in Hand"**  
Time Spent in Small Claims Court or Trying to Find an Attorney Interested in Small Balances
- ☐ **Writing it Off: "Forced Charity" - Word of Mouth - Reputation of a "Free Clinic"**  
No More Cost, No More Time Spent, But No More Opportunity to Get PAID,
- ☐ **Collection Agency: "Limited Recovery & Loss of Patients"**  
Last Resort, Strong Arm Tactics, Poor Reporting, Low Results, Expensive (30 to 50%)

If the Symptoms Persist... YOU Need a Strong Dose of  
**"MaxCollect" by "MoneyQuest"**



Call Your Cash flow Specialist for a  
FREE Exam (A/R Analysis)

**Kathy K. Ferguson**

"Exclusive NODA Preferred Provider"  
for over 10 years

**225.932.2327**

ContactMe@KathyKFerguson.com

www.moneyquestcorp.com



RecoverMoneyNow.com

# Dentists' Day at the Legislature

## 2013

### Wednesday, April 24



**D**entists' Day is a grassroots event celebrating the dental profession that offers dentists the opportunity to meet their lawmakers. After visiting with your legislators, don't forget to enjoy the reception, with food, music and fun!

### Schedule of Events

- |                  |  |
|------------------|--|
| <b>2 p.m.</b>    | <b>Briefings (Capitol Park Welcome Center, walking distance from Capitol)</b>                              |
| <b>4:30 p.m.</b> | <b>Visit House and Senate chambers and leave notes for legislators</b>                                     |
| <b>5:30 p.m.</b> | <b>Reception for dentists, guests and legislators at Pentagon Barracks (walking distance from Capitol)</b> |

**Co-Sponsored by LADPAC and DAP-PAC**

Registration Form: Please mail, fax, call or e-mail the LDA by April 19 to reserve your spot!

Name \_\_\_\_\_

Component \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

I will be attending (circle one):

- 1) **ONLY** the briefings from 2-4 p.m.
- 2) **ONLY** the reception at 5:30 at the Pentagon Barracks
- 3) **BOTH** the briefings and the reception

Address: 7833 Office Park Blvd.  
Baton Rouge, LA 70809

Telephone: (225) 926-1986 or  
(800) 388-6642

Fax: (225) 926-1886 or  
(800) 343-3842

E-mail: [info@ladental.org](mailto:info@ladental.org)

**More information and  
online registration is  
available at  
[www.ladental.org](http://www.ladental.org)**

**Bring the entire  
dental team!**

**ONE-DAY SEMINAR WITH DR. JAMISON SPENCER • APRIL 12, 2013****Morning Session:**

## Capsulitis, Trismus or Non-Reducing Disc Displacement:

### Diagnosis and Treatment of Temporomandibular Disorders Common to the General Dental Practice

Craniofacial pain and TMJ disorders are often confusing and difficult to accurately diagnose and treat. This lecture will provide the attendee with the background and knowledge to differentially diagnose and treat the most common craniofacial pain and TM disorders encountered in the dental practice. Included in the lecture will be a head and neck anatomy review, principles of examination, imaging techniques, differential diagnosis and basic treatment protocols. When correctly diagnosed, all of these disorders tend to respond very well to early treatment. When ignored or misdiagnosed, these relatively simple problems may quickly become chronic and complex pain disorders.

**What attendee will learn**

- A thorough review of craniofacial anatomy.
- Examination and imaging techniques used in the diagnosis of craniofacial pain and TM disorders.
- How to differentially diagnose and treat cases of capsulitis, trismus and non-reducing disc displacement.

**Afternoon Session:**

## The Dental Professional's Role in the Evaluation, Diagnosis and Treatment of Snoring and Sleep Apnea

The diagnosis and treatment of obstructive sleep apnea and snoring has exploded! Dentists are uniquely placed as primary care clinicians to be instrumental in the screening, referral and treatment of patients with sleep apnea and snoring problems as part of a medical/dental team. Oral appliance therapy has become a first line therapy for many patients, and is often the only viable hope for patients who have given up on CPAP. This lecture will give the attendee the background and tools they need to literally save the lives of patients with obstructive sleep apnea.

**What attendee will learn**

- The basics of normal sleep and sleep disordered breathing.
- To screen their patients for possible sleep disorders.
- To work as part of the medical/dental team in the treatment of patients with obstructive sleep apnea and snoring.
- A straight forward protocol for treating patients with oral appliance therapy.

**Speaker:****Jamison R. Spencer, DMD, MS**

JamisonRSpencer@gmail.com

www.JamisonSpencer.com

208.376.3600



Dr. Jamison Spencer is the director of the Craniofacial Pain Center of Idaho in Boise and the Craniofacial Pain Center of Colorado in Denver. Dr. Spencer is the Past President of the American Academy of Craniofacial Pain (AACP), a Diplomate of the American Board of Craniofacial Pain, a Diplomate of the American Board of Dental Sleep Medicine and has a Masters with a certificate in Craniofacial Pain from Tufts University. He teaches head and neck anatomy at Boise State University and is adjunct faculty at the Tufts Craniofacial Pain Center in both the craniofacial pain residency and dental sleep medicine programs. Dr. Spencer lectures locally, nationally and internationally on TMD, dental sleep medicine and head and neck anatomy and is faculty of the AACP's Institute and the AACP/Tufts Dental Sleep Medicine program. Dr. Spencer lives in Boise Idaho with his wife of 21 years Jennifer and their 6 children.

**Location & Time:****Harrah's**

Vieux Carré Ballroom II

8:00 AM - 5:00 PM

Check in time 7:30-8:00 AM

**Additional Information:**

Breakfast, Lunch and Snack will be served

Attendees will receive 8 hours of C.E.

Call the NODA office at (504) 834-6449 to register

**Fees:**

Course fee is \$250.

NODA members will receive a \$200 waiver (\$50 total) and non-NODA ADA members will receive a \$100 waiver (\$150 total)



## Mardi Gras 2013



Dr. Jean Dean (Endodontist), San Francisco, CA - Dr. David Toca (Endodontist), Kenner, LA - Dr. Mark Schott (General Dentist), New Orleans, LA - Dr. Wynn Russo (General Dentist), Float Captain, Kenner, LA - Dr. Jeffry Leeson (General Dentist), Metairie, LA - Dr. Dennis Preau (General Dentist), Mandeville, LA - Dr. John Lazarra (Orthodontist), FL - Dr. Joe Campo (General Dentist), Metairie, LA - Dr. Andre Fruge (Orthodontist), Baton Rouge, LA - Dr. Gabe Daroca (General Dentist), Mandeville, LA. Missing – Dr. Hector Maldonado (Orthodontist), Metairie, LA.

## February General Membership Meeting

Five Happiness Restaurant

*Photos courtesy of Kristi M. Soileau, D.D.S., M.Ed.*



Dr. Kay Jordan asking Dr. Brian Connell to volunteer for 2013 ADA Annual Session in New Orleans.



William A. Rogers (Speaker).



## February General Membership Meeting - Con't.

Five Happiness Restaurant

*Photos courtesy of Kristi M. Soileau, D.D.S., M.Ed.*



Drs. F. Thomas Giacona, Jr. and Kristopher Rappold.



Drs. Luis Infante and Kelly Milstead.



Drs. Darlene Bassett and Donald Toso.



Drs. Raymond Najolia and Myrna Collado.



Drs. Philip Kahn, George Comeaux, Jr., and Ronald Liuzza.



Drs. Philip Haik, Jr., Kenneth Alfortish, Ronald Bergeron and Donald Ward.

## March General Membership Meeting

Southern Yacht Club

*Photos courtesy of Kristi M. Soileau, D.D.S, M.Ed.*



Dr. Michael Abernathy (Speaker).



Vance Rudnet @ Darby Dental Supply (Sponsor),  
Daniel Razzano @ Kuraray Dental (Sponsor)  
and Dr. Raymond Unland, Jr.



Drs. Philip Kahn and James McCall.



Drs. William Schmidt, Jr., Brant Schmidt and A. Dale Ehrlich.



Dr. Frank and Kathy Martello.



Drs. Gustavo Coutin and Vincent DiLeo, Jr.



## March General Membership Meeting - Con't.

Southern Yacht Club

*Photos courtesy of Kristi M. Soileau, D.D.S., M.Ed.*



Khanh Luong and Dr. Julia Cheuk.



Drs. F. Thomas Giacona, Jr., Ronald Bertucci and Kenneth Belanger.



Drs. Barton Barre and Kenneth Schott.



Jennifer Vu and Dr. Walter Jackson.

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.

# President's Installation Banquet

Royal Palm

*Photos courtesy of Kristi M. Soileau, D.D.S, M.Ed. & Gregory W. Greenwood, D.D.S.*



2013 NODA Officers and Directors – Drs. Darrell Bourg, Jr. (President), Raymond Unland, Jr. (President Elect), George Arch, Jr. (Immediate Past President), Vincent DiLeo, Jr. (First Vice President) Christopher Brown (Secretary), Kevin Collins (Director to LDA) David Hilderbrandt (Director to LDA), Laurie Moeller (Alternate Director to LDA), Kristopher Rappold (At Large) Gustavo Coutin (At Large). Not pictured: Drs. Maria Burmaster (Second Vice President) Byron Ganuchau (Treasurer), Erin Fontenot (At Large), and Mark Chaney (Alternate Director to LDA).



Donna Cunningham, Johnnie Cumbie, Ashley Bourg, Dr. Darrell Bourg, Jr., Darrell Bourg Sr., Joyce Guillot, Adelle Pertuit, Darren Bourg and Hadley Bourg.



Dr. Ross Quartano, Steven Tran, Claire Dufrene, Mai Bui, Nene Jones, Dr. Darrell Bourg, Jr., Diana Romero, Karen Angelona, Dr. Chase Dronet, and Dr. Jacob McInnis.



## President's Installation Banquet - Con't.

Royal Palm

*Photos courtesy of Kristi M. Soileau, D.D.S, M.Ed. & Gregory W. Greenwood, D.D.S.*



Dr. Darrell Bourg, Jr. and Hadley Bourg.



C.J. Jones and Nena Jones.



Dr. Chase Dronet, Shari and Steven Tran, Dr. Ross and Jamie Quartano.



Dr. Christopher Brown (Master of Ceremonies).



Drs. Jeffrey Leeson, David Hilderbrandt, Kevin Collins, Laurie Moeller, Ambrose Martin, III, and George Arch, Jr.



Drs. Raymond Unland, Jr. Darrell Bourg, Jr. and George Arch, Jr.



## President's Installation Banquet - Con't.

Royal Palm

*Photos courtesy of Kristi M. Soileau, D.D.S, M.Ed. & Gregory W. Greenwood, D.D.S.*



LDA President Dr. Stephanie Weaver and Dr. George Arch, Jr.



Dr. George and Shannon Arch.



Normalee Ward and Yolanda Sabillon.



Dr. Stephanie (LDA President) and Dr. Danny Weaver.



Dr. Nelson (LDA President-Elect) and Dr. Sally Daly.



Dr. Robert and Gwen Barsley and  
Ward Blackwell (LDA Executive Director).

## President's Installation Banquet - Con't.

Royal Palm

*Photos courtesy of Kristi M. Soileau, D.D.S., M.Ed. & Gregory W. Greenwood, D.D.S.*



Dr. Ambrose and Maribel Martin.



Linda Harris and Dr. Kevin Collins.



Dr. Donald and Monique Bennett.



Janice Unland, Dr. David and Jeanne Hilderbrandt.



Dr. Laurie Moller, Preston Lovelace, Dr. Anthony and Marcie Celino.

*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](mailto: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.



## 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](http://www.adssouth.com).

LAKE CHARLES (#6211) - Busy GP needs associate.

Contact Virginia Douglas at 770/664-1982 or [virginia@adssouth.com](mailto:virginia@adssouth.com) for more information on any of these listings.

### ASSOCIATE DENTIST NEEDED

Associate dentist needed for large, high-end Westbank Dental Practice with excellent reputation. Potential for partnership. Brand new state-of-the art facility in beautiful Fountain Park Centre. Huge patient base. Great, highly trained staff. Excellent management team and marketing program. Some Continuing Education benefits. On-site training in endo, ortho and oral surgery. Partners in the practice would appreciate talking to dentists with great attitudes and similar mindsets. Contact Dwight Landry, D.D.S. at 504/884-7861 or Gina at New Orleans Dental Center, 504/347-6000 to discuss.

### DENTAL OFFICE SUITE

Located in the heart of Metairie near Clearview Shopping Center. This dental office includes: Patient waiting area, receptionist area with desk, 3 treatment rooms with sinks, 1 private office, 1 lab room, x-ray machine and two dental chairs. \$1,300/month. Call 504/455-2004 or e-mail to [sandyofc@bellsouth.net](mailto:sandyofc@bellsouth.net).

### DENTIST (PART-TIME) NEEDED

Part-time dentist needed to review provider offices in managed care network. Current license, good communication skills, minimum 10 years practice experience, limited travel required. Send CV to HRS, 1926 Hayes St., Nashville, TN 37203 or Fax 615/321-0124.

### GENERAL DENTIST AVAILABLE

Experienced General Dentist available on a part-time basis to keep the office operational due to unexpected illness, extended vacation, etc. Preferably Orleans, Jefferson, St. Tammany and Tangipahoa parishes. Will furnish work history, C.E. Call 985/624-9456 or 504/578-0104.

### GENERAL DENTIST NEW ORLEANS

1-3 day per week general dentistry opportunity treating JenCare patients in our state of the art medical centers. Hours are 7:30-4:30. Ideal candidate will enjoy treating elderly patients; must possess their own malpractice policy, have an active, unrestricted dental license and DEA license. Locations are: Mid City, Kenner and Gretna. Contact Lisa Freda by e-mail: [lisa.freda@jencaremed.com](mailto:lisa.freda@jencaremed.com) or call 202/558-7474.

### 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](http://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 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](mailto: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 Aaron at [aarone@todaysdental.us](mailto:aarone@todaysdental.us) or contact via telephone at 985/809-1889.



For more information or to register, call us at  
**504-941-8193** or visit **www.LSUHealthCDE.org**

Date, City	Course Name, Location, and AGD Subject Code	For	Fees	Credit Hrs
April 5-6 Fri-Sat New Orleans	<b>Hard &amp; Soft Tissue Regeneration for Optimal Implant Esthetics</b> w/Dr. Lewis C. Cummings - at LSUSD - <b>AGD #492, 499</b> Friday only (Soft Tissue) - \$695 Saturday only (Hard Tissue) - \$695	Dentist	\$995	7 lecture, 7 hands-on Clinical
Apr 19-21 Fri-Sat New Orleans	<b>Expanded Duty Dental Assistant (EDDA)</b> w/Nancy Weiss, RDH, EFDA, Henrietta Frederick, EDDA, & B.J. Triay, EDDA, CDA	Assistant	\$540 ♦	24 L/P Clinical
May 17-19 Fri-Sat Lafayette	<b>Expanded Duty Dental Assistant (EDDA)</b> w/Gen Benoit, RDH, MEd, Theresa Courtois, RDH, MS & Karen Coco, EDDA	Assistant	\$540 ♦	24 L/P Clinical
May 18 Sat. New Orleans	<b>Digital &amp; Conventional Radiology for Dental Assistants</b> w/Dr. Kavas Thunthy and Dr. J. Sean Hubar - at LSUSD	Assistant	\$200 ♦	07 L/P Clinical
May 31- June 1 New Orleans Interprofessional IPC Course	<b>Temporomandibular Disorders: Current Concepts</b> w/ Drs. Henry Gremillion & Dr. A. D. Ehrlich – at LSUSD For Dentists, Physicians, and Physical Therapists	DDS/MD/PT Staff	\$750 \$350	14 L/P Clinical
New Orleans See dates at right	<b>Local Anesthesia for the Dental Hygienist</b> w/Dr. Michael O'Brien and Dr. Frank Drongowski - at LSUSD Part 1 - June 7-9, Part 2 - July 19-21, Part 3 - August 16-18	Hygienist	\$1,765	72 L/P Clinical
June 28-29 Friday-Saturday New Orleans	<b>Oral (Enteral) Sedation Introduction &amp; Refresher Courses</b> w/Drs. Ben R. Record & Michael Webb, et al – at LSUSD Adult-only and Pediatric-only options available <b>AGD #164</b>	Dentist	Call CE office	Hrs based on option. Clinical
July 12 Friday New Orleans	<b>Infection Control</b> w/ John Molinari, PhD – at LSUSD <b>AGD #148</b>	Everyone	TBA	7 L, C

♦ Call Jocelyn Wagner, our EDDA/Rad. Coordinator, at 504-941-8198 about possible tuition reimbursement through Louisiana's SBET Program.