

# NODA News

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## NODA News October 2007

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# NODA News

## MISSION STATEMENT

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

VOL. 45 OCTOBER '07 NO. 8

# American Dental Association Announces \$0 Dues

The American Dental Association will offer \$0 dues in the 4th quarter to non-members in 2007. This "one-time" offer is available only to dentists who did not take advantage of this program in 2006, the first time this special dues rate was made available. A promotional postcard for the \$0 dues campaign was mailed to non-members on September 15th, followed by a direct marketing package the following week. All new members will be responsible for payment for the 2008 membership year.

As a member of the New Orleans Dental Association, Inc. (NODA), you will have access to many benefits, such as:

### Central Office

This is the business center of NODA. Our knowledgeable, responsive staff assists the public and dental society leadership by providing information about membership benefits, continuing education, member referrals to the public, current and historical membership data, and dues payment options, as well as overseeing the finances of the association.

### NODA News

This monthly newsletter keeps members updated on professional and social activities, as well as committee projects. It also contains personal profiles, dental products and classified ads.

### Annual Conference

At the annual meeting, members have the opportunity to participate in numerous educational activities; earn valuable continuing education credit; view the latest in equipment, supplies and services; take an active role in the business in the Association; meet and mingle with colleagues; and attend an interesting array of social gatherings.

### Monthly General Membership Meetings

Through attendance at monthly meetings, a wide variety of continuing education programs are available to members. Also, NODA offers continuing education credits at our Annual Conference to allow members to easily satisfy the 20 hours of mandatory state board C.E. requirements.

### Annual Roster of Membership

Members receive an annual listing of current NODA members in an easy-to-read format.

### Communications

NODA informs members of events and information affecting the practice of dentistry through the monthly newsletter. NODA maintains a website ([www.nodental.org](http://www.nodental.org)) which allows members to find member dentists and have instant access to all association information and staff.

### Insurance

Members can attain financial security through LDA (Louisiana Dental Association) sponsored insurance plans, including major medical, disability income, term life, business overhead expense, general liability, malpractice, short term disability and long-term insurance plans. All coverage options are specifically designed to meet the needs of dentists at competitive rates for members and staff through the LDA's endorsed carriers.

### Committees

Numerous opportunities are available for

members to get involved in NODA on a volunteer level, including Dental Critical Issues, Dentists' Well-being, Educational Resources, Insurance and Hospitalization, National Children's Dental Health, Mentor, Peer Review, Public Relations committees and many more.

These are just a few of the many benefits or membership into the NODA organization. Membership in the ADA, LDA and NODA represents a powerful commitment on your part to continued growth as a professional, as an individual, as a dentist. Now more than ever, professional growth and "the growth of the profession" are virtually inseparable. State and local legislatures across the country consistently hear the voice of organized dentistry through dental society representatives - your colleagues, your friends.

For more information or to apply for membership using the \$0 ADA rate, interested dentists should contact the New Orleans Dental Association, Inc., 2121 N. Causeway Blvd., Suite 153, Metairie, LA 70001. Phone: 504/834-6449, fax to 504/838-6909, or e-mail to [nodental@bellsouth.net](mailto:nodental@bellsouth.net).

## C.E. CREDIT OPPORTUNITY

### Join NODA on Friday, December 7th for a full day of CE!

Robert Ellis & Associates will present a three (3) non-clinical hour course on "Risk Management," which will save you 10% off your malpractice insurance for the next 5 years.

Kodak Dental Systems will present a two (2) clinical hour, hands-on course on "Digital Radiography."

**LOCATION:** Hampton Inn & Suites, 5150 Mounes St., Harahan, LA 70123

**Time:** 8:30am - 4:00pm

**FEE:** \$250.00 NODA Members, \$275.00 non-NODA dentists, \$125.00 staff members

**• Includes continental breakfast and hot lunch buffet •**

**Reserve your spot today!!!**

**Please make check payable to NODA for your registration and mail to:**  
**NEW ORLEANS DENTAL ASSOCIATION, INC.**

**2121 N. CAUSEWAY BLVD., SUITE 153, METAIRIE, LA 70001**

**PHONE: 504/834-6449**

## President's Message

by MARK CHANEY, D.M.D.

### SAN FRANCISCO ADA ANNUAL MEETING

By the time you read this, NODA's delegates to the ADA Annual Meeting may have left their hearts in San Francisco. I'm betting that the others – Drs. Tom Giacona and Bob Barsley, Alternate – joined me in bringing them right back home to the Big Easy!

Before leaving for the annual meeting, we three met with other members of the 12th District Caucus in Dallas. The 12th District includes Arkansas, Kansas, Louisiana, and Oklahoma. Here we reviewed all the resolutions that were to be presented to the House of Delegates in San Francisco, September 28th thru October 2nd.

At NODA's September meeting, we discussed some of the more controversial resolutions and offered you the opportunity to present your ideas and opinions to our delegation. Thank you for your contribution.

One of the more debatable resolutions regarded the issue of whether or not the ADA should take action to slow down moves in several states to ban the use of amalgam of dentistry because of environmental concerns. A recent article in the *ADA News* had indicated that such a ban would result in increased cost of dental care.

Another resolution reflected a move by the Council on Membership to add a new classification to the ADA membership roles. This classification would be called the *dental team* and would be open to dental assistants, hygienists, and office managers for individual dues of \$35 a year. Although not enjoying all the rights of full dues paying members, this dental team group would be given the right under the proposed resolution to have two ex

officio members on each ADA Council.

Resolutions regarding finances are always important. Because I serve on the Budget, Financial, and Administrative committee for the 12th District, I am particularly attentive to how the ADA spends our dues dollars. This year the ADA proposed a resolution to increase annual dues by \$9. Past experiences have shown that the amount of the proposed dues increase was often adjusted upward at final presentation of the resolution to cover new programs and projects added during the meeting of the House of Delegates. Because the ADA currently has financial reserves surpassing the amount required by its standing rule, there was a question of why this surplus could not be used in lieu of a dues raise.

What was the outcome of these issues?

Stay tuned. I'll give you a full report at our meeting in October. For information before that time, you can access the ADA website or call me.

I thank Tom and Bob for their fine work with the ADA. Know that your interests were thoughtfully represented.

NODA is currently seeking other members willing to serve NODA and its members. If you are in participating in the NODA governance, please contact Dr. Ambrose Martin who is receiving nominations for 2008 Board positions. This is your chance to become involved in the important work of NODA.

The Board has planned many events for the next several months. Visit the NODA website for the times and dates of these meetings.

See you at the General Membership meeting. Attendance has been outstanding. Let's keep it going. The meetings always feature good fellowship and great food. No wonder our hearts stay in New Orleans.

Mark Chaney, D.M.D.  
President



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*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 Dr. Kristi Soileau, Editor, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115, kmsperio@earthlink.net.

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

#### WEB SITES

N.O. Dental Association

[www.nodental.org](http://www.nodental.org)

Check website each month for latest updates

N.O. Dental Conference

[www.nodc.org](http://www.nodc.org)



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## *Nominations Due for New NODA Officers & Delegates*

The 2007 Nominating Committee, chaired by Dr. Ambrose M. Martin III, is now accepting nominations for open officers and elective positions of NODA in 2008. As is required by NODA Bylaws, Article 8, Section 1, the Nominating Committee for 2008 has been formed. The members of the Nominating Committee you can contact are: Dr. Ambrose M. Martin III (chairman), Dr. Jeffry A. Leeson, Dr. Kevin J. Collins, Dr. Glenn C. Dubroc, Jr. and Dr. Todd Canatella.

Offices for which nominations may be submitted are: 2nd Vice President, Treasurer, one (1) At-Large Board Member, one (1) Director to LDA, two (2) Alternate Directors to LDA, one (1) Delegate to the ADA House of Delegates by the LDA House of Delegates, one (1) Alternate Delegate to the ADA House of Delegates by the LDA, twenty-three (23) Delegates to the LDA House of Delegates and five (5) Alternate Delegates to the LDA House of Delegates.

Nominations may be submitted to any mem-

ber of the Nominating Committee listed above or to the NODA office located at 2121 N. Causeway Blvd., Suite 153, Metairie, LA 70001. All nominations must be in by Wednesday, November 14, 2007, the date of the November General Membership meeting. All nominations must be submitted in writing and signed by two (2) Active, Retired and/or Life Members in good standing. The Committee requests that nominations be submitted as early as possible so that all nominations may be considered before the Committee announces its formal state at the November Board Meeting and General Membership Meeting.

If there is more than one candidate for any officer or elective position, candidates will have any opportunity to address the membership at the December General Election Meeting prior to the vote of the general membership. All newly elected officers and board members will officially begin their term of office immediately upon taking the oath of office.

## *Nominations for NODA Honor Dentist*

**by F. Thomas Giacona, DDS**

*Honors & Awards Committee Chairperson*

December 3rd is the deadline for submission of nominations for the NODA Honor Dentist Award. This award is presented to a member in good standing "in recognition of outstanding contributions and exemplary conduct in the profession of dentistry." Please mail your nominations and reasons for your recommendations to the attention of Dr. F. Thomas Giacona, Honors and Awards Committee Chairperson, c/o NODA, 2121 N. Causeway Blvd, Suite 153, Metairie, LA 70001, fax to 504-838-6909 or e-mail to nodental@bellsouth.net. Please remember the deadline for nominations is December 3rd.



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has acquired the practice of

**Gordon T. Everitt, D.D.S.**

*Shreveport, Louisiana*

AFTCO is pleased to have represented both parties in this transaction.

## VOLUNTEERS NEEDED FOR OPERATION BLESSING DENTAL CLINIC

Operation Blessing is in need of dentists to volunteer at our free dental clinic in New Orleans East. Operation Blessing has been providing free dental care to anyone in need since February of 2006. By utilizing the generous services of 118 volunteer dentists from around the country the clinic has provided free care totaling more than 2 million dollars to more than 6,000 people.

- The Operation Blessing dental clinic is located at: 5501 Read Blvd in New Orleans East. Exit #244 off of Read Blvd., located beside Joe Brown Park and right across the street from Abrahamson School.

- The clinic operates on a first-come, first-served basis.

- We provide both restoration (amalgam and composite) and extraction services. Should we have a hygienist volunteer available, then we can also offer hygiene services.

- All services are free of charge.

- Office hours are: Monday through Friday, 9:00 am to 5:00 pm. Patient registration begins at 8:45 am each morning.

- We have 4 operatories available to work in, and we should have all of the instruments and supplies needed. (The only item that a den-

tist may wish to bring are loops.) There is also digital x-ray available.

- We usually do not have any extra dental assistants for any dentist interested in volunteering. So, dental assistants are definitely welcome to join us as well.

- Volunteer dentists are needed through the end of 2007.

Now, about the malpractice insurance, Dr. Brewer's office (Office of Public Health within the Department of Health and Hospitals) did say that DHH would cover any volunteer den-

tists with free malpractice insurance. The volunteer would just need to fill out the appropriate paperwork for the coverage. This paperwork can be obtained from Operation Blessing's National Volunteer Manager (Karen Ball). Her office number is 757/226-3858. The completed paperwork would be sent back to Ms. Ball and then she will be sure to forward it on to the appropriate person at the Office of Public Health.

Thank you so very much again for your offer to inform your dentists about what Operation Blessing is doing here in New Orleans. We have been here for 1 1/2 years trying to meet the emergency needs of the precious people of New Orleans. And we would love nothing more than to finish strong for the rest of the year.

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## *New Orleans Dental Enterprises, Inc. (NODE) Update*

by Kevin J. Collins, D.D.S.

*New Orleans Dental Enterprises, Inc.*

### **We have identified a problem with a Preferred Provider – HEALTH-TRANZ PAYMENT SOLUTIONS**

#### **What is a Preferred Provider?**

A Preferred Provider is a company that has an exclusive contract with NODE to provide a service or a product which it believes can benefit the Association's members in exchange for access to the membership. While providing a valuable product or service as a benefit to NODA members, the company pays residuals to NODE. These residuals (monies) are used to fund committees, community projects that promote a positive dental awareness and helps offsets expenses incurred by NODA.

#### **HEALTHTRANZ PAYMENT SOLUTIONS – Problems**

At the New Orleans Dental Conference in April, HealthTranz Payment Solutions was promoted as a Preferred Provider. The Preferred Provider status was obtained on a "Gentleman's Agreement" and several other conditions with the two representatives from the company. Initially, all indicators pointed to a wonderful working relationship because of the representatives' enthusiasm and the product/service they were promoting. Several of our members signed up and anticipated good things. Unfortunately, HealthTranz Payment Solutions could not deliver on their promises.

HealthTranz Payment Solutions in the subsequent months had numerous problems with its product. This caused multiple interruptions to the services and provided ineffective technologies for our members. These members have since terminated their agreements with **HealthTranz**. **The Board has removed Preferred Provider status from HealthTranz** and has asked HealthTranz to cease contacting Association members. For your protection, the Board suggests that you refrain from doing business with HealthTranz Payment Solutions. Any questions or concerns regarding HealthTranz Payment Solutions, please contact the NODA office at 504/834-6449.

#### **MONEYQUEST CORPORATION – AN APPROVED PREFERRED PROVIDER – A VALUABLE RESOURCE**

While it is unfortunate that we find it necessary to eliminate a Preferred Provider, NODE wants to emphasize that

**MoneyQuest Corporation remains the NODA's Board approved Preferred Provider!** MoneyQuest is a national account recovery company who has done a wonderful job! I and other members have used MoneyQuest for our delinquent accounts for years and have found the service to be very effective. Kathy Ferguson is our representative in this area. She has 23 years of experience in the debt recovery business. If you have accounts that seem uncollectible or delinquent, contact Kathy Ferguson. She can get you on the right path to collecting those past due accounts! The MoneyQuest ad in this *NODA News* will provide you with the information to contact Kathy for the services that MoneyQuest provides. Also, there is a link from the **Member Benefits** section on the NODA website to MoneyQuest!

NODE continues to look for new Preferred Providers. If any member has a company that you believe could provide an exclusive product or service to benefit our membership, please then contact the NODA office with the information.

**NODA NEWS accepts advertisements from a variety of sources, but makes no independent investigation or verification of any claim or statement contained in the advertisements. Inclusion of advertisements should not be interpreted as an endorsement by the New Orleans Dental Association or NODA NEWS.**

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# An Invitation from the Chairman

By Donald R. Toso, DDS

2008 Chairman, New Orleans Dental Conference

It is my pleasure to invite you, your family and office staff to attend the 56th New Orleans Dental Conference, April 10-12, 2008. Our committee is planning a great meeting for you. This conference will be your opportunity to experience a wealth of dental knowledge brought together in one place. Come join us and experience our expanded scientific program which will appeal to a wider audience than ever before. A wide variety of internationally known speakers will present top rated clinical programs. No matter what your interests are, our

programs will provide you with varied opportunities for CE credits.

One of the most important features of the conference is the Exhibit Hall. Take some time and visit the Exhibit Hall, spend lots of time there, meet the exhibitors and patronize the people who make the Conference a financial success. Our exhibitors will showcase their latest advancements in technology and materials.

We anticipate an outstanding meeting next April due to an excellent scientific program, a variety of exhibitors, great activities and social

events. I look forward to welcoming you, your family and your staff to the 2008 New Orleans Dental Conference.

## WE WANT YOUR NEWS

Anyone knowing of any dentist who has made a significant contribution, gained an elective or appointive office, written an article, delivered a paper, or rendered unusual public service, please call or write Dr. Kristi Soileau, 2820 Napoleon Ave., Suite 470, New Orleans, LA 70115, [kmsperio@earthlink.net](mailto:kmsperio@earthlink.net), phone: 899-2255.

### **Fortress Insurance Company**

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# Upcoming Scientific Programs

By Ambrose M. Martin III, DDS

*Scientific Program Chairperson*

## Wednesday, October 17, 2007

• **Topic** - "The Team Approach to Treating Bulimia Nervosa"

• **Speaker** - Linda Ponder joined the Eating Disorders Treatment team at River Oaks Hospital in October of 2006. She earned a B.S. degree in Dietetics from Louisiana State University and a M.S. degree in Nutrition and Food Science from Texas Woman's University. She is a Registered Dietitian with the American Dietetic Association and has sixteen years of experience in the field of nutrition. In addition to her work on the inpatient unit at River Oaks Hospital, Linda has a private practice in Baton Rouge where she treats outpatients with Eating Disorders.

• **Objectives** -

1.) Know the diagnostic criteria for Bulimia Nervosa

2.) Appreciate the necessity of a multidisciplinary approach to treating Bulimia Nervosa

3.) Appreciate the role of the nutritionist (RD) in treating Bulimia Nervosa

4.) Understand the medical complications of Bulimia Nervosa

5.) Expand his/her understanding the role of the dentist as a member of the treatment team

• **Sponsor** - River Oaks Hospital ([www.riveroakshospital.com](http://www.riveroakshospital.com))

• **Location** - Andrea's Restaurant, 3100 19th St., Metairie, LA. Phone # 504/834-8583

• **CE Credit** - one (1) clinical hour

• **Fee** - \$10.00 per member

• **Time** - 7:00 pm

## Wednesday, November 14, 2007

• **Topic** - "Patient Identification and Forensics in Dentistry"

• **Speaker** - Dr. Ernest W. Jackson, D.M.D., M.S., M.C.J., DABFO, FACD, FICD, FPFA - forensic odontologist

• **Sponsor** - TeleVox Software, Inc. ([www.televox.com](http://www.televox.com))

• **Location** - Smilie's Restaurant, 5725 Jefferson Hwy., Harahan, LA 70123, Phone #504/733-3000.

• **CE Credit** - one (1) clinical hour

• **Fee** - \$10.00 per member

• **Time** - 7:00 pm

## Friday, December 7, 2007

• **Location** - Hampton Inn & Suites, 5150 Mounes St., Harahan, LA Phone #504/733-5646

• **Fee** - \$250.00 NODA Members, \$275.00 non-NODA members, \$125.00 staff members. Includes continental breakfast and hot buffet lunch.

• **Time** - 8:30 am - 4:00 pm

A.)

• **Topic** - "Dental Risk Management" This seminar will provide dentists with a 10% discount off their malpractice insurance for the

next 5 years.

• **Speaker** - Thomas J. Beckett is Vice President of Risk Management for Fortress Insurance Company. Mr. Beckett has over twenty years experience in both public policy and professional liability with special expertise in risk management and claims.

• **Speaker** - H.L. "Rye" Tuten, III was born on July 12, 1977 in Orangeburg, South Carolina. In 1999, Mr. Tuten obtained a Bachelor of Arts degree, Cum Laude, from Clemson University. While at Clemson, Mr. Tuten was a member of the Kappa Alpha Order, Fellowship of Christian Athletes, and Phi Alpha Theta Historical Honor Society. In 2003, Mr. Tuten obtained a Juris Doctor degree from The University of Mississippi. Mr. Tuten was admitted to the Louisiana State Bar in October, 2003. Mr. Tuten is a member of the Louisiana State Bar Association, Lafayette Parish Bar Associations, American Bar Association, Lafayette Parish Young Lawyers Association, and Lafayette Chamber of Commerce. Mr. Tuten is co-chairman of the Membership Committee for the American Inn of Court. Mr. Tuten is admitted to practice in all Louisiana State Courts as well as Federal Courts for the Western and Eastern Districts of Louisiana. Mr. Tuten is married to Lainey Huguet Tuten, daughter of Dr. and Mrs. Albert Barrie Huguet of Opelousas, Louisiana.

• **Objectives** -

1.) Utilize communication techniques to improve patient rapport and care.

2.) Implement sound record keeping practices to improve patient care and minimize loss.

3.) Recognize the importance of informed consent.

4.) Use case review scenarios to avoid similar problems in their own practice.

• **Sponsor** - Robert Ellis & Associates ([www.ellis4u.com](http://www.ellis4u.com))

• **CE Credit** - three (3) non-clinical hours

B.)

• **Topic** - "Digital Dentistry"

• **Speaker** - Steve Kent has been computerizing dental practices for 16 years. He has helped over 600 hundred dental offices install and/or upgrade their computer systems. Many of his clients have automated clinically . . . some have gone "paperless". He is knowledgeable in digital radiography, intraoral cameras, digital photography, patient education, hard tissue & voice activated periodontal charting, on site & interactive web-based training, electronic data conversions, and Windows-based networking. Steve is currently a Senior Account Executive with Kodak Dental Systems. His previous employment includes Patterson Dental Supply, CAESY Patient Education and National Data Corporation.

• **Objectives** -

1.) Learn how digital x-ray, intraoral camera images, hard tissue & periodontal charting, and other patient records can together electronically.

2.) Discover the difference between digital products currently on the market.

3.) Explore the computer hardware and software you'll need to achieve "paperless" patient charts.

4.) Hear examples of other dental professionals who have successfully incorporated digital technologies into their practices.

5.) Receive helpful tips on putting together a digital solution for your practice.

• **Sponsor** - Kodak Dental Systems ([www.kodakdental.com](http://www.kodakdental.com))

• **CE Credit** - two (2) clinical hours

## Wednesday, December 19, 2007

• **Topic** - "Practice Management and Fraud in the Dental Office"

• **Speaker** - Gretchen O. Lovelace, BS, MS, CPM, CFP, possesses a unique combination of practice transition and management expertise and financial planning training. Gretchen is founder of Lovelace and Associates, Inc., a firm with 25 years experience in practice management and practice transitions. Gretchen's certifications in practice management and financial planning have enabled her to better serve her clients. Gretchen enjoys sharing her experience with the dental profession and has been a guest teacher for 20 years at LSU School of Dentistry. She will share information on treatment planning and scheduling, as well as explain the different structures for dental practice transitions. She will also give you pearls of wisdom you can use to improve your dental practice and your lifestyle.

• **Objectives** -

1.) Common dental office fraud

2.) Five steps to preventing fraud in your office

3.) Working smarter through management

• **Sponsor** - Lovelace and Associates, Inc. ([www.lovelaceandassociates.com](http://www.lovelaceandassociates.com))

• **Location** - Five Happiness Imperial Room, 3511 S. Carrollton Ave., New Orleans, LA 70118, Phone #504/482-3935.

• **CE Credit** - one (1) non-clinical hour

• **Fee** - \$10.00 per member

• **Time** - 7:00 pm

## Wednesday, January 16, 2008

• **Topic** - "Practice Transitions"

• **Speaker** - Dr. Earl Douglas, DDS, MBA, is no stranger to New Orleans, having presented numerous times at the New Orleans Dental Conference. His experience as a private practitioner and 24 years of transition experience will be invaluable to anyone considering buying a



practice, selling a practice or associating. Earl is a member of the Practice Valuation Study Group, American Dental Sales, Inc., the Institute of Business Appraisers, and has authored numerous articles in Dental Economics, as well as presenting national seminars for Dental Economics and the 2004 Rossner Memorial Lecture. His helpful and humorous presentation will keep you entertained as well as informed. In this presentation, Earl will give you a peek behind the curtain of how practice valuations are actually performed, will show you how to make your practice more valuable and more marketable, and give you the ten do's and don'ts of practice transition.

#### Objectives -

- 1.) to understand the principles of asset appraisal and how they relate and are applied to dental practices
- 2.) to understand the principles of price and value
- 3.) to understand the principles of cash flow in the transition of a practice
- 4.) to understand the principles of marketability and how it can be predicted
- 5.) to understand the different transition models available and recognize when and where they are best applied
- 6.) to understand the terms and conditions to expect in transition agreement contracts
- 7.) to understand the financing opportunities

and terms to be expected in a transition

8.) to understand the principles and applicability and applicability of post-sale practice by a seller

- **Sponsor** - Professional Practice Consultants, Ltd. ([www.ppcsouth.com](http://www.ppcsouth.com))
- **Location** - To Be Announced
- **CE Credit** - one (1) non-clinical hour
- **Fee** - \$10.00 per member
- **Time** - 7:00 pm

#### Wednesday, February 20, 2008

• **Topic** - "Dentistry - Internet Connection" - Why every dental office needs broadband today.

• **Speaker** - Dr. Dov Glazer, D.D.S. brings over thirty years of full-time experience as a practicing dentist, and is the original visionary behind the online appointment concept that have been commercialized by UAppoint, Inc. After graduating from the LSU School of Dentistry in 1976, Dov served with the U.S. Public Health Service for five years. In 1981, he opened a private practice on the Touro Infirmary Campus in New Orleans, where he continues to actively practice to this day. Among his various civic and professional involvements, he has served as president of the American Society of Clinical Hypnosis, and held various positions with the ADA, LDA and NODA; Pierre Fauchard Academy and Alpha Omega Dental Fraternity. He is a Diplomat of the American Board of Hypnosis

in Dentistry and has lectured internationally to his colleagues on diverse topics from high tech to high touch. He has also conducted independent caries research at the LSU School of Dentistry. He holds the patent on a wireless digital "Rinn" instrument, and another patent, along with his oldest son, for "Online Appointment Scheduling". He currently serves as CEO of UAppoint, Inc. Most importantly, his wife Margery, has stood beside him for 37 years and made him the proud father of three grown children, Shira, Suzy and Ben.

#### Objectives -

- 1.) Self-serve online appointment scheduling
  - 2.) Automatic recall invitations
  - 3.) E-Reminders
  - 4.) E-Confirmation
  - 5.) E-Insurance filing
  - 6.) E-Business card of website
  - 7.) Patient information about dental procedures
  - 8.) Send/receive x-rays
  - 9.) Order supplies
  - 10.) Receive notices from NODA office about upcoming events
- **Sponsor**-UAppoint, Inc. ([www.uappoint.com](http://www.uappoint.com))
  - **Location** - To Be Announced
  - **CE Credit** - one (1) non-clinical hour
  - **Fee** - \$10.00 per member
  - **Time** - 7:00 pm

## National Provider Identifier (NPI)

The National Provider Identifier (NPI) is a unique, government-issued, standard identification number for individual health care providers and provider organizations like clinics, hospitals, schools and group practices. The government has contracted with an external company for processing applications and developing these random 10-digit numbers for applicants. Applications to obtain an NPI began on May 23, 2005.

Any health care provider who uses standard electronic transactions, like electronic claims, eligibility verifications, claims status inquiries, and claim attachments, will be required by federal law to start including NPIs on electronic transactions not later than May 23, 2007. In addition, those dentists who use only paper, voice and fax to transmit these communications may find NPIs useful or necessary for other reasons. Many dental plans will require dentists to include NPIs on paper claim submissions, so even paper based dentists may find it a necessity to have NPIs. The ADA encourages all dentists to apply for NPIs, particularly those using (or planning to use) electronic transactions. The NPI has some advantages over identifiers now in use:

- Once implemented across the health care

industry, the NPI will be accepted by all dental plans as a valid provider identifier on electronic dental claims and other standard electronic transactions.

• Dentists will not have to maintain multiple, arbitrary identifiers required by dental plans, nor will they have to remember which number to use with which dental plan.

• Introduces an important element of standardization to electronic transactions that should improve transaction acceptance rates.

However, the NPI does not do any of the following:

• Replace the DEA number when required for prescribing controlled substances or other DEA-regulated activities.

• Replace state-issued licenses and certifications verifying a provider's licensing or qualifications.

• Replace Social Security Number, Individual Tax ID, or Employer ID for tax purposes.

Prepare your practice for the NPI transition period by obtaining all necessary NPIs, share your NPI data with your patients' health plans, your clearinghouse, your system vendor, and fellow health care providers who will need it for billing purposes.

Applying for an NPI is free and relatively

easy: To apply via a secure web-based process, visit the National Plan and Provider Enumeration System (NPPES) web site (<http://nppes.cms.hhs.gov>), read the instructions carefully, complete the questionnaire, and submit your application. This takes about 20-30 minutes. After confirmation of your data's receipt, you should receive your NPI via e-mail in one to five business days. Please note that if you have spam filtering on your email interface, the reply from the NPI Enumerator with your NPI and confirmation message may be intercepted and diverted to a spam folder. If your email service supports such a feature, please be sure to check this folder regularly after submitting your data. The message will come from [Customerservice@NPIEnumerator.com](mailto:Customerservice@NPIEnumerator.com). If you prefer to submit a paper application, contact the NPPES customer service hotline at 800-465-3203 to request a paper application form. The paper application process takes approximately 20 business days.

Questions about the status of an NPI application may be e-mailed to [Customerservice@NPIEnumerator.com](mailto:Customerservice@NPIEnumerator.com). Please direct all other questions, comments, or concerns to [NPI@ada.org](mailto:NPI@ada.org).

## *Guidance on Compliance with the HIPAA National Provider Identifier (NPI) Rule After the May 23, 2007, Implementation Deadline*

### **Background**

To improve the efficiency and effectiveness of the health care system, Congress enacted the Health Insurance Portability and Accountability Act (HIPAA) of 1996, which included a series of "administrative simplification" provisions that required the Department of Health and Human Services (HHS) to adopt national standards for electronic health care transactions and code sets and identifiers to be used in those transactions. The final rule adopting the NPI as the standard unique health identifier for health care providers was published on January 23, 2004, and became effective on May 23, 2005. All covered entities must be in compliance with the NPI provisions by May 23, 2007, except for small plans, which must be in compliance by May 23, 2008.

Compliance means in part that the NPI must be used by covered entities to identify providers on all HIPAA covered transactions that call for health care provider identifiers. Covered transactions that require a health care provider's identifier that are transmitted containing only legacy identifiers (identifiers in use today) or containing both legacy identifiers and NPIs would be noncompliant.

The NPI final rule is clear: May 23, 2007 is the final deadline for covered entities, other than small plans, to comply with HIPAA's NPI provisions. After that date, covered entities, including health plans (other than small health plans), may not conduct noncompliant transactions. With the May 2007 deadline just ahead, HHS has received a number of inquiries expressing concern over the health care industry's state of readiness. In response, the Department believes it is particularly important to outline its approach to enforcement of HIPAA's NPI provisions. The Department will continue to provide technical assistance to the industry and issue guidance on the NPI provisions and compliance requirements.

### **Enforcement Approach**

The Secretary has delegated to the Administrator of the Centers for Medicare & Medicaid Services (CMS) authority to enforce the electronic transactions, code set, security, and identifier provisions (i.e., non-privacy administrative simplification provisions) of HIPAA. CMS will focus on obtaining voluntary compliance and use a complaint-driven approach for enforcement. When CMS receives a complaint about a covered entity that appears to allege a failure to comply with a non-privacy administrative simplification provision of HIPAA, it will notify the entity in writing that a complaint has been filed.

Following notification from CMS, the entity will have the opportunity to 1) demonstrate compliance, 2) document its good faith efforts to comply with the standards, and/or 3) submit a corrective action plan.

### **Good Faith Policy**

CMS's approach will utilize the flexibility granted in section 1176(b) of the Social Security Act to consider good faith efforts to comply when assessing individual complaints. Under section 1176(b),

HHS may not impose a civil money penalty where the failure to comply is based on reasonable cause and is not due to willful neglect, and the failure to comply is cured within a 30-day period. HHS has the authority under the statute to extend the period within which a covered entity may cure the non-compliance "based on the nature and extent of the failure to comply."<sup>1</sup> CMS recognizes that transactions often require the participation of two covered entities, each of whom is required to comply with HIPAA, and that noncompliance by one covered entity may put the second covered entity in a difficult position. CMS also understands that if one of the covered entities is a small health plan, which has a May 23, 2008 compliance date, compliance by the covered trading partner may be especially challenging. Therefore, during the 12 month period immediately following the May 23, 2007 compliance date for all covered entities other than small health plans, CMS intends to look at both covered (non-small health plans) entities' good faith efforts to come into compliance with the NPI standards in determining, on a case-by-case basis, whether reasonable cause for the noncompliance exists and, if so, the extent to which the time for curing the non-compliance should be extended.

For a 12 month period after the compliance date (i.e., through May 23, 2008), CMS will not impose penalties on covered entities that deploy contingency plans (in order to ensure the smooth flow of payments) if they have made reasonable and diligent efforts to become compliant and, in the case of health plans (that are not small health plans), to facilitate the compliance of their trading partners. Specifically, as long as a health plan (that is not a small health plan) can demonstrate to CMS its active outreach/testing efforts, it can continue processing payments to providers. In determining whether a good faith effort has been made, CMS will place a strong emphasis on sustained actions and demonstrable progress. We limit the period during which covered entities may deploy contingency plans to allow additional time to carry out needed testing and other activities without payment disruption, while providing a clear ending date for those activities. A covered entity may end its contingency plan at any time prior to May 23, 2008, but cannot continue it after that date.

Indications of good faith might include, for example, such factors as:

- Increased external testing with trading partners.
- Lack of availability of, or refusal by, the trading partner(s) prior to May 23, 2007 for health plans (other than small health plans) to test the transaction(s) with the covered entity whose compliance is at issue.
- In the case of such a health plan, concerted efforts in advance of the May 23, 2007 and continued efforts afterwards to conduct outreach and make testing opportunities available to its provider community.
- For a health care provider, having obtained an NPI and having the ability to use it on HIPAA transactions.

While there are many examples of complaints

that CMS may receive, the following is one example that illustrates how CMS expects the process to work. Example: A complaint is filed against a health plan (that is not a small health plan) solely because it accepts and processes transactions containing both legacy identifiers and NPIs while working to help its provider trading partners achieve compliance. In this situation, CMS would 1) notify such a plan of the complaint, 2) based on the plan's response to the notification, evaluate the plan's efforts to help its noncompliant providers come into compliance, and 3) if it is determined that the plan had demonstrated good faith and reasonable cause for its non-compliance, not impose a penalty for the period of time CMS determines is appropriate, based on the nature and extent of the failure to comply.

For example, CMS would examine whether the health plan (that is not a small health plan) undertook a course of outreach actions to its trading partners on awareness and testing, with particular focus on the actions that occurred prior to the May 23, 2007 NPI compliance date. Similarly, health care providers should be able to demonstrate that they took actions to become compliant prior to the May 23, 2007 NPI compliance date, including obtaining an NPI. If CMS determines that reasonable and diligent efforts have been made, the cure period for noncompliance would be extended at the discretion of CMS. Furthermore, CMS will continue to monitor the covered entity to ensure that their sustained efforts bring progress towards compliance. If continued progress is not made, CMS will step up their enforcement efforts towards that covered entity. Organizations that have exercised good faith efforts to correct problems and implement the changes required to comply with HIPAA should document such efforts in the event of a complaint being filed. This flexibility will permit health plans to mitigate unintended adverse effects on covered entities' cash flow and business operations during the 12 month transition to the NPI standards, as well as on the availability and quality of patient care.

### **Working Toward Compliance**

In the few remaining months before the May 23, 2007 deadline for all covered entities other than small health plans, HHS encourages those covered entities to intensify their efforts toward achieving compliance with the NPI requirements. In addition, HHS encourages health plans that are not small health plans to assess the readiness of their provider communities to determine the need to implement contingency plans to maintain the flow of payments while continuing to work toward compliance. Although compliance with the NPI is a huge undertaking, the result will be greatly enhanced electronic

communication throughout the health care community. Successful implementation will require the attention and cooperation of all health plans and clearinghouses, and of all providers that conduct electronic transactions. HHS plans to reassess industry readiness on the May 23, 2007 compliance date, and throughout the 12 month contingency plan period.

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**KENNER #8378 ASSOCIATE**

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**LAKE CHARLES #6211 ASSOCIATE**

Busy GP needs associate.

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**PRE-HYGIENE STUDENT**, who is also a dental assistant, is looking for part time position 2-3 days a week (M-W-F). Call 504-388-0088 or ashlea.cda06@yahoo.com.

**DR. GUY CRESSON** looking for a dental hygienist full/part time. Nice environment/ benefits. Fax resumé, 504-837-0003.

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

**Continuing Education Corner**

*In an effort to keep you informed about available C.E. opportunities at the LSU School of Dentistry, this area will be devoted to informational updates.*

| DATE           | 2007 | COURSE / TITLE  | CR. HRS.  |                | TUITION    |
|----------------|------|---|-----------|----------------|------------|
| October 12     |      | <b>ALUMNI DAY</b>   | 06 hrs.   | DDS            | \$ 149.00  |
|                |      | w/Drs. Glen Kidder and Thomas Kiebach and Ms. Sandy Pardue in New Orleans, LA   |           | Team Members   | \$ 119.00  |
|                |      |   |           | Alum Member    | \$ 129.00  |
| October 26     |      | <b>Dental Lab Procedures for the Dental Office</b>  | 07 hrs.   | DDS or         | \$ 295.00  |
|                |      | w/Dr. Nels Ewoldsen   |           | 1st Registrant |            |
|                |      | In New Orleans, LA, Supported with an Educational Grant from DENTSPLY   |           | Auxiliary      | \$ 195.00  |
| November 9-11  |      | <b>Expanded Duty Dental Assistant</b>   | 24 hrs.   | Auxiliary      | \$ 389.00  |
|                |      | w/Nancy Weiss, RDH, EDDA & Henrietta Frederick, EDDA  |           |                |            |
|                |      | Since this course will be held on the Florida Ave. campus we're changing back to the 3-day format as required by the LA State Board of Dentistry. |           |                |            |
| November 10    |      | <b>Digital &amp; Conventional Radiology for Dental Auxiliaries</b>  | 07 hrs.   | Auxiliary      | \$ 139.00  |
|                |      | w/Drs. Thunthy and Hubar  |           |                |            |
| November 15-17 |      | <b>Freehand Composite Bonding: The Structure Course</b> w/Dr. Corky Willhite  | 15.2 hrs. | DDS            | \$2,995.00 |
|                |      | <b>LIMITED ATTENDANCE</b>   |           |                |            |
| November 30    |      | <b>Local Anesthesia Update for Hygienist</b>  | 07 hrs.   | Hygienist      | \$ 165.00  |
|                |      | w/Drs. O'Brien and Drongowski   |           |                |            |
|                |      | At Pleasant Hall on LSU's Main Campus in Baton Rouge  |           |                |            |

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**Well-Being Committee**

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David DeGenova, Associate Editor  
Kristi Soileau, Editor

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

**NODA News**